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TECHNOLOGY DEPT.

# BROADCASTING TELECASTING

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IN THIS ISSUE:

KPRC-TV HOUSTON FIRST WITH 469 Years of TV EXPERIENCE*

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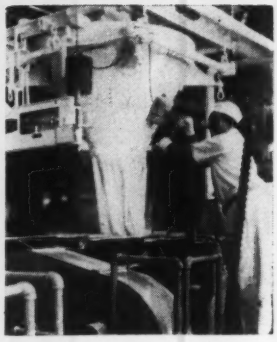
24TH year

KPRC-TV Channel 2

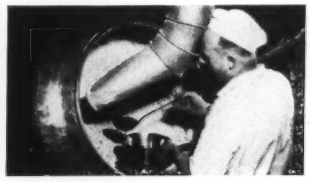
JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.

YOUR BEST COST-PER-THOUSAND BUY!



# AMERICAN CHICLE CO.

DOES A
COMPLETE JOB...



**SO DO HAVENS AND MARTIN, Inc. STATIONS . . .** **WMBG WCOD WTVR**

**Maximum power—
100,000 watts at Maximum Height—
1049 feet**

**The processing and pulverizing and coating are just three of the many exacting steps in the manufacture of Chiclets and Clorets, two of the top products of the American Chicle Company. Constant research, master technicians, and a continuous desire for top quality add up to a complete job well done.**

**The Havens and Martin, Inc., Stations complete job through quality entertainment, imaginative programming and unexcelled public service have made them the "First Stations of Virginia". Already a family institution in the living room, WTVR, WMBG and WCOD are more and more each day becoming the "must-buy" on any advertisers' media list.**

## WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

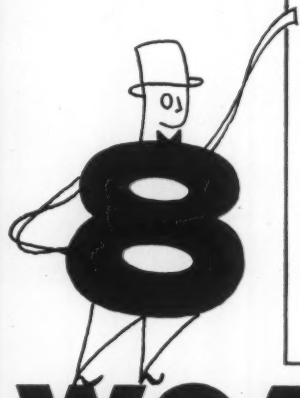
Havens & Martin Inc. Stations are the *only*
complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by the Bolling Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# 3 million people

## with lots of money to spend

These people live in Mr. Channel 8-Land. Their effective buying income is 4½ billion dollars each year. The strong, persuasive voice of Mr. Channel 8 is the speedy way to reach this market. Put him to work selling for you.



**Channel 8-Land**

| | |
|---|---|
| York | Harrisburg |
| Reading | Lebanon |
| Hanover | Carlisle |
| Gettysburg | Westminster |
| Martinsburg | Chambersburg |
| Hagerstown | Pottsville |
| Frederick | Sunbury |
| Lewisburg | Waynesboro |
| Lewistown | Shamokin |
| Hazleton | Lock Haven |

Bloomsburg

# WGAL-TV

NBC CBS DuMont

**LANCASTER, PA.**

**316,000 WATTS** SUPER POWER

**STEINMAN STATION**

Clair McCollough, Pres.

Representatives

**MEEKER TV, Inc.** New York Chicago Los Angeles San Francisco

# closed circuit

INCENSED over what they regard as anti-newspaper policy at FCC, and despite disclaimers that Commission is not discriminating, leading newspaper publishers, through American Newspaper Publishers Assn., intend to go direct to President Eisenhower for clarification of administration's "diversification" views. It's likely call will be made after Nov. 2 elections by top brass of ANPA.

★ ★ ★

LOWER FREQUENCIES, higher power and prior rights to 540 kc appear to be primary aims of Mexico in entering bilateral conversations with U. S. radio delegation to effect final phase of North American Regional Broadcast Agreement (NARBA). Conference gets underway Nov. 4 in Mexico City with Comr. Rosel H. Hyde as chairman of U. S. delegation. Some 15-20 broadcaster observers also will attend.

★ ★ ★

STORER Broadcasting Co., which is set to acquire one uhf (KPTV [TV] Portland, Ore.) by virtue of FCC's new multiple ownership rule which became effective last Friday, is scanning map to determine where it will locate second uhf in compliance with its commitment to foster development of high band. Meanwhile, with no complaint, Storer has been shelling out $1,000 per day in interest since July 21 on its $8.5 million-plus deal to acquire Empire Coil Co., which includes WXEL (TV) Cleveland (ch. 8) as well as ch. 27 in Portland. FCC this week is expected to act on Storer transfer, plus its sale of KGBS-AM-TV San Antonio for $3.5 million to Express Publishing Co. there.

★ ★ ★

WHILE NO word has been forthcoming from NBC as to where it will apply for its two uhf's under new multiple ownership regulation, reports were current that it was looking with interest at San Francisco and possibly Detroit. Announcement expected this week on its conclusions.

★ ★ ★

ABC's RECENT staff reorganization, stemming largely from losses sustained in contact with National Collegiate Athletic Assn., is expected to have further repercussions—next within NCAA. Aside from criticism of NCAA's tv policies of Big 10 and West Coast athletic groups, there's intramural strife on NCAA Television Committee itself. Explosion may come after football season ends and books are audited on ABC deal.

★ ★ ★

"AREA" COVERAGE of vhf station in large market, initially concern of uhf licensees in nearby markets, now is becoming concern of some vhf'ers too, with trend toward maximum antennas and full power. Vhf operators, who have fared well since lifting of freeze, are evincing concern because they fear full power operation of major market outlets may eventually deprive secondaries of key network affiliations. Studies indicate that perhaps 35 to 50 full-power vhf stations could cover bulk of population if operated from high towers.

★ ★ ★

UNUSUAL DECISION faces FCC if charge of Federal Trade Commission against insurance firms on hospitalization, health and accident policy sticks. At least one of initial 17 companies cited—Bankers Life & Casualty Co. of Chicago—is radio licensee, owning KGA Spokane, which it acquired in Jan. 1953 for approximately $500,000. Last Aug. they also took over KCSJ-AM-TV Pueblo, Colo., on which company held $300,000 mortgage. Final judgment against company would raise question before FCC whether licensee is qualified.

★ ★ ★

"SPECTACULAR" type panel show with production cost running as high as $20,000 per week expected to be launched by Revlon products on ABC-TV, Sundays, 9-9:30 p.m. effective Nov. 28. Show is Goodson-Todman package and will feature remote pickups of everything from window-washer on Empire State Bldg. to movie star on set in Hollywood, with panel guessing their who, what, where. Revlon's agencies are Sullivan Stauffer, Colwell and Bayles and William H. Weintraub and Co., both New York.

★ ★ ★

J. I. MEYERSON, station manager, KOB-AM-TV Albuquerque, slated to move to New York this week as national sales representative for all radio-tv stations in which Time Inc. has interest: KOB-AM-TV (50%); KDYL-AM-FM and KTVT (TV) Salt Lake City (80%), and KLZ-AM-FM-TV Denver (100%). With New York as home base, Mr. Meyerson will work with stations' commercial managers and national representation firms, will also cover Chicago and other major centers.

★ ★ ★

LATEST pitch in Zenith Radio Corp. campaign to stimulate interest in its Phonevision method of subscription tv is aimed at American Federation of Television & Radio Artists. Letter has been sent to AFTRA directors claiming that union's members would stand to benefit by approval of system at individual station level. Accompanying letter is copy of Phonevision booklet and reprint of article by Dr. Millard C. Faught, Zenith consultant, claiming that supplementary system is inevitable.

## the week in brief


- Major tv interests jockey for stations . . . . . 27
- Seven more advertisers try new agencies . . . . . 28
- Anti-trust action faces top watchmakers . . . . . 30
- What tv netted broadcasters in 1953 . . . . . 32
- Vitapix, Guild Films plan cooperative effort . . . 42
- 'Gangbusters,' movie version, may gross $1 million 42
- WSAB fights beer ad restriction . . . . . 48
- Four meetings left on the NARTB schedule . . . . 79
- Tv makes its defense at delinquency hearing . . . 52
- FTC questions insurance advertising . . . . . 60
- Networks get the Bricker questionnaire . . . . . 62
- FCC ends its tv backlog, drops Footnote 10 . . . . 70
- WATV (TV) offers guaranteed circulation . . . 72
- O'Neil of Mutual calls for radio network changes 77
- Mitchell named to head ABC television division 79
- Zenith, theatre owners battle over pay-tv . . . . . 80
- Gen. Sarnoff foresees more electronic advances . . 81
- The story of ASCAP's first 40 years . . . . . 83
- Commercial tv planning underway in Holland . . 107
- Telestatus: tv stations, sets, target dates . . . . . 123

Newspaper listing of TV schedules is a

# Key to Coverage

Every metropolitan daily newspaper within this vital Northern California area carries the program schedules of KPIX, for the now over

**1,000,000 TV HOMES**

served best from San Francisco and best of all from Channel 5.

SAN FRANCISCO
KPIX

Santa Rosa Press-Democrat

Santa Cruz Sentinel-News

Salinas Californian

Stockton Record

CBS KPIX 5
SAN FRANCISCO, CALIFORNIA
*Affiliated with CBS Television Network*
*Represented by the Katz Agency*

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
*Represented by Free & Peters, Inc.*
KPIX, *San Francisco*
*Represented by The Katz Agency*

# at deadline

## Y & R To Get Portion Of Ford-Mercury Account

LINCOLN MERCURY account with an advertising budget of $3 million effective Jan. 1 will be split, with Mercury portion of account remaining with Kenyon & Eckhardt while Lincoln advertising budget will move to Young & Rubicam, N. Y.

About $2 million of overall Lincoln advertising budget is in radio and television. K&E will continue to handle *Toast of the Town*, presently sponsored by both Lincoln and Mercury. Agency is also expected to get additional revenue when the Mercury ad budget increases after first of year, B•T learned.

## ABC-Theatre Guild Pact

EXCLUSIVE, long-term agreement between ABC and Theatre Guild being announced today (Mon.). ABC President Robert E. Kintner said Guild "with its facilities, talents and energies" will be engaged by ABC "as consultants in our continuing effort to firmly establish our leadership in the broadcasting-telecasting field." Mr. Kintner and Lawrence Langner, Guild president, cited ABC-Guild success with *U. S. Steel Hour* on ABC-TV.

## Two Join McCann-Erickson

EDWARD B. NOAKES, senior vice president and chairman of the executive committee of Cecil & Presbrey, N. Y., joins McCann-Erickson, N. Y., as a vice president and group head. John P. Beresford, vice president of C & P, also joins McCann-Erickson as account executive.

### FOOD PROMOTION

FOOD merchandising plan called "Tele-Sell Merchandising" tailored to meet needs of 110 major food stores in Twin City area presented to advertisers and agencies by WCCO-TV Minneapolis. Three plans offer advertisers minimum weekly outlays of $350, $500 and $1,000, respectively. Help extended to products rather than manufacturer or distributor, with qualification based on advertising schedules. Plan involves personal appearances of tv stars, newspaper tie-ins, point-of-sale promotion and in-store displays, all directed by Don Gilles, WCCO-TV merchandising head.

## Hazel Bishop Stock Offering Quickly Over-Subscribed

HAZEL BISHOP Inc., major television advertiser, became publicly owned company last week and on Oct. 21, first public offering of stock was instantly over-subscribed, according to firm's business bankers, Hayden-Stone. Stock opened at $8 per share Oct. 21 and rose to $9½ and then $10½ per share Friday.

Raymond Spector, board chairman of Hazel Bishop Inc. and controlling stockholder, estimates that company sales for fiscal year ending Oct. 31, 1954, will be in excess of $12,500,000, and that net earnings after taxes will be in excess of $1,200,000. Hazel Bishop currently sponsors alternate weeks of *This is Your Life* on NBC-TV; part of Sunday spectacular *Show of the Month* on NBC-TV and *Martha Raye Show* every fourth Tuesday on NBC-TV.

## • BUSINESS BRIEFLY

**U. S. STEEL PROJECT** • Radio-tv active in "Operation Snowflake" campaign of U. S. Steel Corp. as part of project promoting sale of appliances for Christmas. Firm using tv on *Mary Kay & Johnny* and other commercials are being sent to radio-tv outlets to aid local time sales. About 40 tv stations have pledged support to campaign, backed by appliance manufacturers, with merchandising and advertising helps. Among firms reorienting sales programs are DuPont, Frigidaire, General Electric, Kelvinator, Philco, Thor and Westinghouse.

## RCA's Nine-Month Sales Set All-Time Record

ALL-TIME record volume of $660,345,000 in sales of products and services of RCA and subsidiaries was achieved in first nine months of 1954, Brig. Gen. David Sarnoff, RCA board chairman, is announcing today (Mon.). This represents 8.4% gain over $609,428,000 total for same period of 1953.

Earnings for first nine months this year were $56,423,000 before federal income taxes, as compared to $53,651,000 for corresponding 1953 period. Net profits after federal income taxes amounted to $27,557,000 for nine-month period, up 9.6% from $25,152,000 total for first nine months last year. After payment of preferred dividends, net earnings applicable to common stock for January-through-September period were $1.80 per share, compared to $1.62 per share in same nine months of 1953.

Sales for third quarter also reached record high, totaling $215,976,000 or 8.7% increase over last year's third-quarter volume. Earnings before federal income taxes in third quarter of 1954 were $16,820,000 (13% over same quarter last year) while net profit after taxes was $8,289,000 in this year's third quarter (up 19%).

## Attendance Gain Recorded At NARTB Coast Session

ATTENDANCE at NARTB District 15 meeting in San Francisco reached 95 Friday, far surpassing figure of 72 last year and 50 year before. William D. Pabst, KFRC San Francisco, district director, presided at meeting (see early story page 48).

Resolutions adopted Friday followed pattern of past meetings. Resolutions committee comprised C. L. McCarthy, KROY Sacramento, chairman; C. O. Chatterton, KYOS Merced and George Greaves, KNBC San Francisco. Harold P. See, KRON-TV San Francisco was chairman of Friday tv roundtable. Participants included Donald H. Telford, KIEM-TV Eureka; A. E. Joscelyn, KOVR (TV) Stockton; George Mathiesen, KPIX (TV) San Francisco; Perry Nelson, KMJ-TV Fresno, and Vince Francis, KGO-TV San Francisco.

## Bennett Given RCA Post

MARTIN F. BENNETT, with RCA since 1946, most recently as manager of its West Coast region, named to newly created post of director of regional operations for RCA, supervising operations of company's eight regional offices.

## RADIO-TV USERS URGE EFFICIENCY

PRESENT system of distribution for tv network and station time "is archaic and unworkable," Ohio Assn. of Radio-Tv Broadcasters sales clinic at Columbus was told Friday (early story page 52) by Kenneth Flemming, chief timebuyer of Leo Burnett Co. He criticized complexity of both network and spot time clearance methods. Over 150 broadcasters attended.

Allen L. Haid, WSPD-TV Toledo, presided at Friday tv panel on network vs. spot. Other participants were John Heiskell, advertising manager, Ohio Bell Telephone Co., and Norman Gittleson, WJAR-TV Providence, R. I. Mr. Gittleson said advertisers prefer network adjacencies over film shows and urged tv stations to use "live action programs."

Radio panel was moderated by Victor A. Sholis, WHAS Louisville. It included Mort Watters, WCPO Cincinnati, Bert Charles, WVKO Columbus and Harry Hoessly, WRFD Worthington. Mr. Sholis said price-cutting is radio's worst enemy and called for improved service. Mr. Watters traced change in radio listening habits, including 400% increase in auto radios in recent years. Mr. Charles said radio must be a service medium, supplying news, weather, road, lost-found and similar information.

Other speakers included Gordon Eldredge, Ford Motor Co. advertising manager; Terrence Clyne, of Biow Co. and soon to be vice president of McCann-Erickson, New York; Robert C. Fehlman, WHBC Canton; Earl Moreland, WMCT (TV) Memphis. Luncheon speaker Friday was Charles F. Rosen, executive vice president of W. B. Doner Co., Detroit agency. His topic was "Our First 5,000 Commercials."

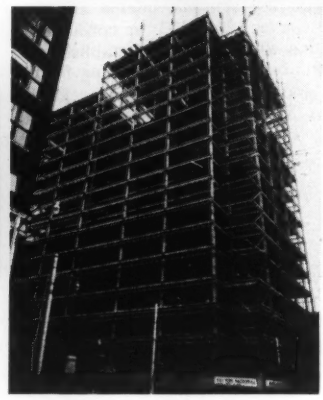
Robert D. Thomas, WBNS-TV Columbus, introduced Mr. Rosen, who showed film commercials and cited advantages of humorous copy. Mr. Rosen said man who writes commercial also produces it at Doner agency. Mr. Moreland suggested salesmen should be sales technicians rather than mere time peddlers. Mr. Heiskell said Ohio Bell prefers locally produced shows and buys large amounts of time. Mr. Clyne said there is plenty of time to prepare for color, anticipating slow development of color circulation.

Mr. Eldredge said Ford Division of Ford Motor Co. watches its tv cost-per-1,000 figures as closely as readership and poster traffic. He said Ford Division prefers sound, interesting program to serve as carrier for commercial messages whereas Ford Motor Co. uses institutional messages.

Two resolutions were adopted. They urged consolidation of industry meetings and support of NARTB Television Code.

# WAGA ZOOMS AHEAD WITH BOOMING ATLANTA

▲ An example of Atlanta's continued business expansion is Fulton National Bank's ▶ new 25 story office building now under construction in the downtown area.



**● New Programs ● New Talent ● New Personnel**

To keep ahead of the ever-expanding Atlanta market and to build an even larger listening audience, wide-awake WAGA has built vigorous new programs, obtained new talent, employed sales-minded, sales-making personalities.

Let us show you how this up-to-date streamlining can create sales for your product or service—give you more for your advertising dollar.

**NEW PROGRAM**
**"GEORGIA PANORAMA"**
6:15 - 6:45 p.m.

**Featuring Three Top Local Personalities—**

★ **Dale Clark**
★ **Les Henrickson**
★ **Ed Blair**

**with local news, commentary, sports and "Atlanta Speaks."**

Follows Allen Jackson and the News (CBS) 6—6:15 p.m.

Precedes Lowell Thomas (CBS) 6:45—7 p.m.

590 on the dial 5,000 watts

**waga**
**CBS-Radio in Atlanta**

A STORER STATION

Represented Nationally by the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

# at deadline

## ANA To Discuss Results From Media Expenditures

GREATER results from advertisers' dollars spent for time and space will be spotlighted in Nov. 9 morning media panel to highlight Assn. of National Advertisers three-day annual meeting at Hotel Plaza, N. Y., Nov. 8-10. Radio, tv, newspaper, magazine, outdoor and business paper representatives will join with advertisers in discussion of "Media—The Tools We Work With."

Roger M. Kyes, General Motors vice president, is featured speaker for Nov. 10 luncheon. Session starter, Nov. 8 morning, will have Roy W. Johnson, executive vice president, General Electric Co., speaking on management's view of advertising's function. Annual election of directors and board officers to be held in afternoon.

Nov. 9 agenda includes talks on advertising director's job, featuring Pierre Martineau, research director, *Chicago Tribune* (WGN-AM-FM-TV Chicago); Edward N. Mayer Jr., president, James Gray Inc.; Maxwell B. Sackheim, chairman of Maxwell Sackheim & Co., and Lawrence Laupheimer, national merchandising manager, Schenley Distributors.

Nov. 10 and concluding session opened to invited guests from advertising media as well as advertisers and agencies. Highlight is filmed talk by Edward F. Howrey, Chairman, Federal Trade Commission, on agency's policies on advertising, followed by talk by Charles E. Grandey, FTC's director of Consultation Bureau. ANA Program Committee headed by William G. Power, advertising manager, Chevrolet.

## Tv Receiver Shipments Show Increase in August

TV SET shipments to dealers increased in August over July and over August, 1953, according to Radio-Electronics-Tv Mfrs. Assn. August tv receiver shipments to dealers totaled 466,694 in August compared to 329,574 in July and 465,018 a year ago. Total shipments for eight months were 3,463,871 sets compared to 3,797,832 a year ago. Following are tv set shipments to dealers by states during the first eight months of 1954:

| STATE | TOTAL | STATE | TOTAL |
|---|---|---|---|
| Alabama | 55,544 | New Jersey | 101,321 |
| Arizona | 16,166 | New Mexico | 12,217 |
| Arkansas | 50,602 | New York | 333,226 |
| California | 247,933 | North Carolina | 87,340 |
| Colorado | 27,737 | North Dakota | 11,991 |
| Connecticut | 48,495 | Ohio | 169,813 |
| Delaware | 7,289 | Oklahoma | 49,356 |
| Dist. of Columbia | 22,440 | Oregon | 38,782 |
| Florida | 102,181 | Pennsylvania | 216,210 |
| Georgia | 87,756 | Rhode Island | 10,904 |
| Idaho | 21,840 | South Carolina | 44,235 |
| Illinois | 215,607 | South Dakota | 10,131 |
| Indiana | 102,233 | Tennessee | 75,108 |
| Iowa | 76,805 | Texas | 192,878 |
| Kansas | 52,403 | Utah | 12,058 |
| Kentucky | 38,801 | Vermont | 9,525 |
| Louisiana | 74,421 | Virginia | 59,095 |
| Maine | 51,102 | Washington | 58,347 |
| Maryland | 41,405 | West Virginia | 39,248 |
| Massachusetts | 97,068 | Wisconsin | 85,786 |
| Michigan | 136,893 | Wyoming | 4,151 |
| Minnesota | 60,173 | | |
| Mississippi | 31,915 | U. S. TOTAL | 3,454,339 |
| Missouri | 98,875 | Alaska | 1,715 |
| Montana | 13,680 | Hawaii | 7,817 |
| Nebraska | 33,642 | | |
| Nevada | 3,557 | GRAND TOTAL | 3,463,871 |
| New Hampshire | 17,058 | | |

## CBS Plans WOKY-TV Boost

CBS plans to increase power of ch. 19 WOKY-TV Milwaukee to maximum 1,000 kw when equipment is available after it receives FCC authority to make $335,000 purchase, network spokesman said Friday. No change in call letters is contemplated, nor are any staff changes planned, spokesman said. WCAN-TV Milwaukee on ch. 25, present CBS-TV affiliate, is on six months' notice regarding change of affiliation, so WOKY-TV entry as CBS outlet may be delayed to mid-1955, it is believed.

## Chester Station Sold

SALE of WPWA Chester, Pa. (1590 kc with 1 kw) from Lou Poller to Eastern Bcstg. Co. for over $200,000 announced Friday. Station was founded in 1947 and is represented by Forjoe Inc. Eastern Bcstg. is wholly-owned subsidiary of Delaware River Ferry Co. (Chester-Bridgeport, N. J., ferry) of which Louis Kapelski is major stockholder. Mr. Poller is also major owner of WCAN-AM-TV Milwaukee and WARL Arlington Va. (Washington, D. C.).

## New Mexico Outlets Sold

KOAT Albuquerque (1240 kc 250 w) and KRSN Los Alamos, N. M. (1490 kc 250 w) sold Friday for $160,000 by A. M. Cadwell and Herbert Wimberly, who retain ownership of KOAT-TV. Buyer was group headed by DeWitt Landis (KICA Clovis, N. M., etc.) and William Wayne Phelps (KALG Alamogordo). Blackburn-Hamilton was broker.

## Battle Creek Uhf CP Dropped

CONSTRUCTION permit of ch. 64 WKBZ-TV Battle Creek, Mich., was surrendered to FCC Friday by Booth Radio & Television Stations Inc. (John L. Booth). Station had been operating, but suspended operation last April. Booth interests still have grant for ch. 51 WSBM-TV Saginaw, Mich.

Also dismissed Friday was KFWB Los Angeles which withdrew its application for Los Angeles ch. 34.

## WKBI License Reviewed

FCC has dismissed cease and desist proceedings directed against WKBI St. Marys, Pa., and has renewed license. Station's license renewal was held up pending explanation of technical violations charged against it.

### UPCOMING

**Oct. 25-26: Central Canada Broadcasters Assn., Brock-Sheraton Hotel, Niagara Falls, Ont.**

**Oct. 27: Annual "Whingding" stag party, Southern California Broadcasters Assn., Inglewood Country Club.**

**Oct. 27: Radio Pioneers, Toots Shor's, New York.**

**Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.**

**Oct. 30: Federal Communications Bar Assn., annual outing, Lohnes estate, Vienna, Va.**

*See other Upcomings page 129*

## PEOPLE

**JAMES L. STIRTON,** vice president and director of network television, ABC Central Div., joins Music Corp. of America as coordinator of television on sales and programs. He started with NBC in June 1929, was subsequently program manager for old Blue Network, then sales and later general manager for ABC Central Div.

**DR. MEDFORD EVANS** has resigned as dean of McMurry College, Abilene, Tex., to become manager of Dallas headquarters of Facts Forum, public affairs organization which disseminates radio-tv programs.

**GEORGE L. BARENBREGGE,** sales manager of DuMont's WDTV (TV) Pittsburgh, assumes new duties as manager of DuMont's WABD (TV) New York today (Mon.), succeeding **NORMAN KNIGHT,** who has resigned [B•T, Sept. 27] to accept another managerial post. **LLOYD G. CHAPMAN** replaces Mr. Barenbregge as sales manager of WDTV (TV).

**FRED W. SWANSON,** vice president of Russel M. Seeds Adv., has joined United Productions of America, as director of sales of UPA's Burbank (Calif.) studios.

## Industry Leaders to Address Educators' Workshop Session

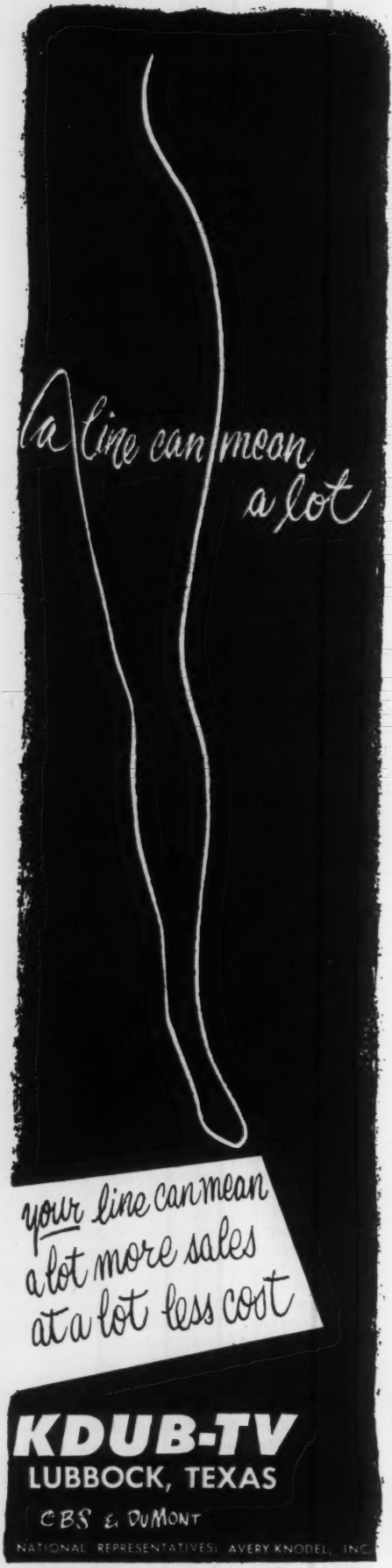
GENERAL session keynoting 30th annual convention of National Assn. of Educational Broadcasters, which started yesterday (Sun.) at Biltmore Hotel, New York, to be held Thursday morning with Dr. Frank Stanton, CBS Inc. president, among speakers. Joint NAEB-Radio & Television Executives Society Luncheon follows with new FCC Chairman George C. McConnaughey as speaker [B•T, Oct. 18].

Radio workshop slated for Thursday afternoon with talks by Sydney Eiges, vice president in charge of press and publicity, and Jacob Evans, director of advertising and promotion, both NBC; Joel Tall, CBS Radio's tape editor; D. D. Lusty, CBC; Margaret Tyler, WOSU Columbus, Ohio; Harry Lamb, WTDS Toledo; Mrs. Gale Adkins, Radio House (U. of Texas); James McAndrew, Mrs. Cecile Sufferin and Mrs. Dorothy Klock, all WNYC New York; Dr. Garnet Garrison, tv director, U. of Michigan; Betty Girling and Haskell Boyter, WABE Atlanta; Enid R. Love, BBC; Ellen Hergerty, ABC's audience information dept.; Dr. Matthew Chappel, Hofstra College; Murray Harris, A. C. Nielsen Co.; Dr. Gerhardt Wiebe, research, CBS.

Tv sessions, same day, include talks by Dr. W. R. G. Baker, GE vice president; Ralph Steetle, executive director, Joint Committee on Educational Television; Robert Saudek, director, Ford Foundation's Tv-Radio Workshop; Richard B. Hull, WOI-TV Ames, Iowa; William Harley, WHA-TV Madison; Ken Richards, WKAR-TV East Lansing, Mich.; John Schwarzwalder, KUHT (TV) Houston; Ed Wegener, WQED (TV) Pittsburgh; Lawrence Creshkoff, WGBH-TV Boston; Burton Paulu KUOM (AM) Minneapolis.

## James S. Tyler Dies

JAMES S. TYLER, 41, director of advertising and promotion, MBS, collapsed at his desk and died Friday morning. Death was believed due to heart attack. Mr. Tyler joined Mutual in March 1942 as director of advertising and two years later took over promotion. Prior to MBS, Mr. Tyler was with J. Walter Thompson Co., CBS, *Advertising & Selling,* and Bureau of Advertising, American Newspaper Publishers Assn. He is survived by his wife, Dorothy Boehm Tyler, three daughters and son. Their home is in Chappaqua, N. Y.


a line can mean a lot
your line can mean a lot more sales at a lot less cost
KDUB-TV
LUBBOCK, TEXAS
CBS & DUMONT
NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.
PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.



## index

**BROADCASTING* TELECASTING**

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*Published Every Monday by Broadcasting Publications Inc.*

| | | | | | |
|---|---|---|---|---|---|
| Advertisers & Agencies | 28 | For the Record | 108 | Open Mike | 18 |
| At Deadline | 7 | Government | 52 | Our Respects | 24 |
| Awards | 40 | In Review | 14 | Professional Services | 81 |
| Closed Circuit | 5 | International | 107 | Programs & Promotion | 104 |
| Editorial | 130 | Lead Story | 27 | Program Services | 80 |
| Facts & Figures | 35 | Manufacturing | 81 | Stations | 72 |
| Feature Section | 83 | Networks | 77 | Trade Associations | 48 |
| Film | 42 | On All Accounts | 22 | | |

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**BUREAUS**

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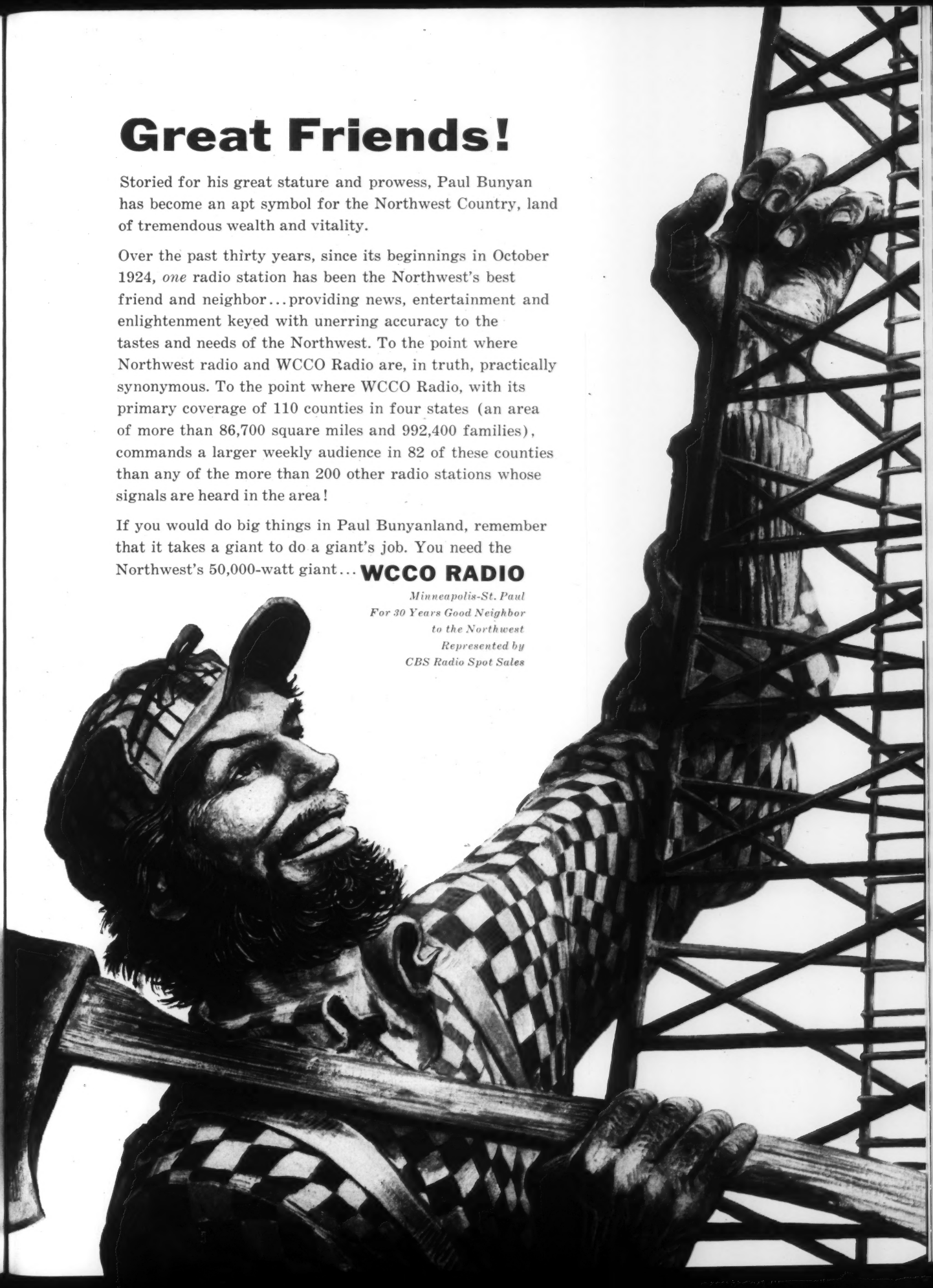
# Great Friends!

Storied for his great stature and prowess, Paul Bunyan has become an apt symbol for the Northwest Country, land of tremendous wealth and vitality.

Over the past thirty years, since its beginnings in October 1924, *one* radio station has been the Northwest's best friend and neighbor... providing news, entertainment and enlightenment keyed with unerring accuracy to the tastes and needs of the Northwest. To the point where Northwest radio and WCCO Radio are, in truth, practically synonymous. To the point where WCCO Radio, with its primary coverage of 110 counties in four states (an area of more than 86,700 square miles and 992,400 families), commands a larger weekly audience in 82 of these counties than any of the more than 200 other radio stations whose signals are heard in the area!

If you would do big things in Paul Bunyanland, remember that it takes a giant to do a giant's job. You need the Northwest's 50,000-watt giant... **WCCO RADIO**

*Minneapolis-St. Paul*
*For 30 Years Good Neighbor*
*to the Northwest*
*Represented by*
*CBS Radio Spot Sales*



# TAKE A LOOK AT THE REAL PROFIT IN TELEVISION TODAY!

IT'S EASY to let color TV's present uncertain status influence many of the station equipment decisions that are needed immediately. For example, should new stations open with black and white TV systems? Is it wise to hold off on needed transmitter power improvements...extra cameras for football and other Fall sports coverage? The answer to these important questions lies in the fact that much black and white equipment is common to the best color broadcasting as well. Your new G-E amplifier or transmitter not only attracts immediate revenue...it actually contains all internal modifications needed to transmit color. G-E cameras similarly set the stage for tomorrow's color boom while they build heavier advertising schedules today!

▲ G.E. has carefully studied profit patterns in station operations, explored broadcasters' needs and preferences, checked design and engineering factors to assure delivery of outstanding color quality. In light of this far reaching research General Electric suggests an *opportunity viewpoint* in color—

▲ Invest in the amplifier needed to strengthen field intensity...improve coverage. This G-E transmitter will fulfill the same signal requirements for color as for black & white. It attracts current monochrome advertisers...immediately helps you recoup the equipment cost. Here is the backbone of station profits for years to come.

▲ Buy that extra black & white camera now. But, be sure it's a G-E! With a simple, inexpensive design change G-E cameras convert to color programming. They have demonstrated quality and high maneuverability for color application many times.

▲ You can readily see, even this early in the color picture, G.E. sets a course that protects your equipment investment. And, that protection extends beyond existing equipment to include complete color systems.

G.E.'s *Pyramid Plan* for color TV permits every station to decide on a basic equipment package fitting the color potential of any market. There is a unit for network pick-up...a unit for slide commercials...for film programming facilities...for live local color programs. This G-E equipment requires minimum investment to start in color. It provides for healthy expansion at exactly the right time.

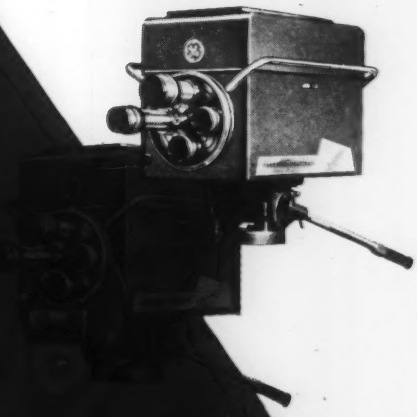
▲ Follow the *Pyramid Plan* and take the uncertainty out of color. *Go General Electric* to safeguard your investment...to serve your community with the finest in color programming. The local G-E field representative will help work out an equipment timetable with custom built color provision for your station. Call him today and review existing facilities plus details on the action-packed *Pyramid Plan.*

**1.** **NETWORK COLOR...LOCAL TEST PATTERNS ...COLOR SLIDE COMMERCIALS.** This initial step into color telecasting costs little yet pays you immediate dividends.

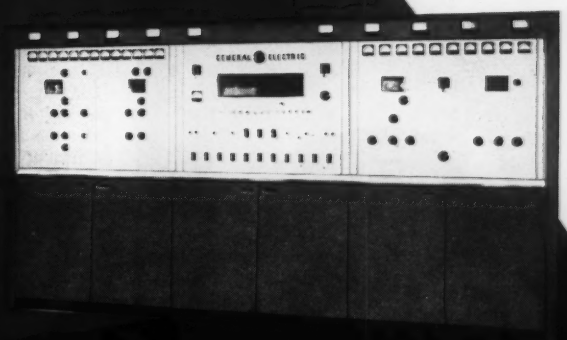
**2.** **COMPLETE FILM PROGRAMMING** of color motion pictures and commercial film spots. General Electric projection units are available in the exact combination to fit the needs of every color market.

**3.** **LIVE LOCAL COLOR PROGRAMS** are practical at any time for stations that take advantage of G-E Chromacoder economy. With a G-E system, your color investment pays for itself faster than any other known method!

**4.** **CONVERT EXISTING B&W CAMERAS OR ADD NEW UNITS.** Yes, only General Electric's Pyramid Plan permits huge savings with a foolproof camera conversion formula. Take advantage of this bonus protection on your present equipment investment.



...ok alike, they have strikingly ... are lightweight and highly ... cameras purchased today ...lor tomorrow.



Purchase a General Electric transmitter or amplifier to attract today's advertisers and you *automatically* set the right power stage for successful color operation.

# PYRAMID PLAN for color TV

- **Protects your investment in Black & White.**

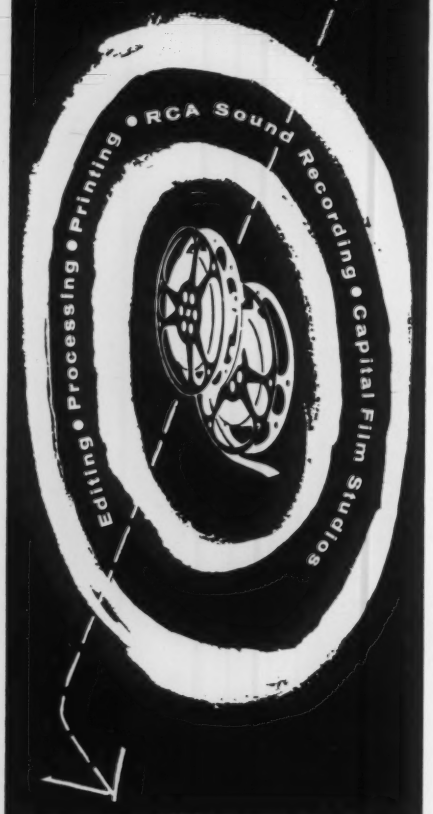
Ask the G-E man to work out your color pyramid. Call him today! *General Electric Company, Section X2104-25, Electronics Park, Syracuse, New York.*

In Canada, write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto, Canada.*

*Progress Is Our Most Important Product*

GENERAL ELECTRIC

In Movie & TV Circles it's




CAPITAL
FILM LABS, INC.
*Formerly McGeary-Smith*
1905 Fairview Ave., N.E.,
Washington 2, D.C.



## THE GEORGE GOBEL SHOW

GEORGE GOBEL, that exponent of the "Chicago School" in the fine art of grabbing and holding a video audience, is undeniably a success. Already, there are a number of Hollywood columnists fighting for the distinction of having "discovered" him.

Perhaps a keen wit, an expert sense of timing and an extremely funny and deceptively casual delivery might have something to do with Mr. Gobel's success—all these and fine writing too.

Someone once expounded that comedy is most effective when the even course of events is suddenly, unexpectedly and ludicrously upset—i.e., when the dignified gentleman slips on a banana peel. Mr. Gobel manages to insert a high quotient of banana peels in his show, upsetting some of television's most sacred cows.

For instance, introductory credits have such following footnotes as ". . . A Colgate Man," ". . . A Man's Man." and ". . . Who Collects Butterflies." On his first program, Mr. Gobel insisted that since Fred MacMurray was a guest, he must not trouble himself with anything so crass as performing. This bit ended with Mr. MacMurray enjoying a plate of cookies while seated in an easy chair on stage. Subsequently, however, Mr. Gobel has put guest stars Angela Lansbury and Jack Carson to work with hilarious results.

Yet, despite the banana peels, Mr. Gobel's comedy is warm and intimate. He "throws away," his lines, yet through his expert delivery and the fact his comedy is never malicious, the "thrown" lines hold a far greater impact than those of any number of his harder-punching contemporaries.

All concerned deserve applause. Peggy King, a younger version of Judy Garland, both in looks and voice, who parlayed a Hunt's Tomato Sauce singing jingle into what promises to be a fine career, is both decorative and pleasant to listen to.

Especially worthy of mention are writers Jack Douglas, James Allerdice, Harry Winkler and Hal Kanter (the last also the director), who with Mr. Gobel have created a show which should serve the rest of the industry as a measuring stick.

*Production Cost: $30,000.*
*Sponsors: Armour & Co. through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. Co., alternating.*
*Network: NBC-TV, Sat., 10-10:30 p.m.*
*Production Supervisor: Edward Sobel; executive director: Bud Yorkin; director: Hal Kanter; musical director: John Scott Trotter; art director: Jay Krause; technical director: Joe Strauss; unit manager: Gino Conte.*
*Writers: Jack Douglas, James Allerdice, Harry Winkler, Hal Kanter.*

## OMNIBUS

PROOF that television is something more than radio with pictures and that what was once top radio fare needs a new element to click was effectively, if sadly, supplied by Fred Allen on the opening *Omnibus* program of the current season, Oct. 17 on CBS-TV.

The Sunday afternoon program was more than generous to Mr. Allen, allotting him nearly a third of its 90 minutes on the air to preview his forthcoming book, *Treadmill to Oblivion*, which he described as the story of his radio program from its birth as *The Linit Show* in 1932, to its death as *The Fred Allen Show* in the late forties. Mr Allen read from the book and, assisted by Portland Hoffa and the characters from Allen's Alley, reproduced for the tv audience some of the highspots from his old radio program.

It should have been excruciatingly funny. It wasn't. The pleasant nostalgia evoked by the quotes from the Allen radio series was overpowered by a bewildered "Did I really think that was funny?" There were, of course, flashes of the old Allen wit, but long before the act was over this reviewer was more sorry for Mr. Allen than amused by him. He seemed to be proving his title the hard way.

The rest of the opening *Omnibus* bill was as good as its star performer was disappointing. The story of the escape of Nora Kovach and Istvan Rabovsky, Hungarian ballet dancers, from the Communist world to the West and freedom, filmed in Munich, was an exciting real-life thriller, surprisingly unmarred by the fact that the audience knew its happy ending in advance. The world as it looks from a globe-circling plane provided an unusual and interesting quarter-hour travelogue.

But for this frustrated trap drummer the program's high point was the tour of the percussion section of a symphony orchestra, conducted by Saul Goodman, head percussionist of the New York Philharmonic Symphony Orchestra. Assisted by students at various stages of their percussion education and by members of his professional staff, Mr. Goodman demontrated most of the 40 types of percussion instruments and their use in modern music.

Alistair Cooke again did a fine job as master of ceremonies, providing an adequate introduction for each number and then getting out of its way. Once more, *Omnibus* promises to provide 90 minutes of worthwhile, stimulating entertainment, a little off the beaten track.

*Production Costs—Approximately $60,000.*
*Sponsored by Scott Paper Co. and Aluminum Ltd. of Canada through J. Walter Thompson Co. and Norcross Inc. through Abbott Kimball Co.*
*Production Supervisor—Robert Saudek*
*Master of Ceremonies—Alistair Cooke*
*Integrating Director—Seymour Robbie*
*Director of Fred Allen—Dan Petrie*
*Nonstop round-the-world flight film by Pan American Airways*

★ ★ ★

## BOOKS

**THE BIG BALL OF WAX, by Shepherd Mead. Simon & Schuster, New York, 246 pp. $3.50.**

IT WAS just before Momsday, 1992. The fellows in Market Research at Con Chem were mostly concerned with buying gifts for Mom and preparing for the Momsday office party. People didn't even talk about Christmas office parties any more.

Then the reports of sales declines began to come in from St. Louis. Nobody was buying anything in St. Louis. Everybody was all wrapped up in XP.

XP was television refined to the extreme. XP enabled the viewer to experience anything that was recorded on the special video tapes—anything, even sex—and experience more intense sensations than were possible in actual experience.

If Con Chem's advertising agency, Thrash, Simple & Mannick, hadn't figured a way to harness XP to commercial uses, the whole country might have gone to pot. As it was, however, only television was killed off. XP naturally was a greater selling force.

As vice president and radio-tv copy chief of Benton & Bowles, Shepherd Mead writes sales messages for a living and satire as a sideline. This book is plainly the work of a man who knows what he's lampooning and as such is worth tearing one's self away from the kind of old-fashioned television that's around now.

# To a new TV station that's caught in the middle

If the need for both good shows and low costs has got you coming and going, Studio Telescriptions are your answer to economical, top quality programming.

With the new combined* Studio Telescription Library, you have the country's leading musical artists featured in hundreds of short, gala production films. This unique library includes a complete programming service—scripts, program ideas, and background material—so that in just minutes you can build a variety of fine shows that will win audiences and sponsors for your station.

Studio Telescriptions are basic to profitable TV operation, yet their cost is only a small monthly fee. Find out today what they can do for you.

**Consisting of Studio Musi-Films and Snader Telescriptions*

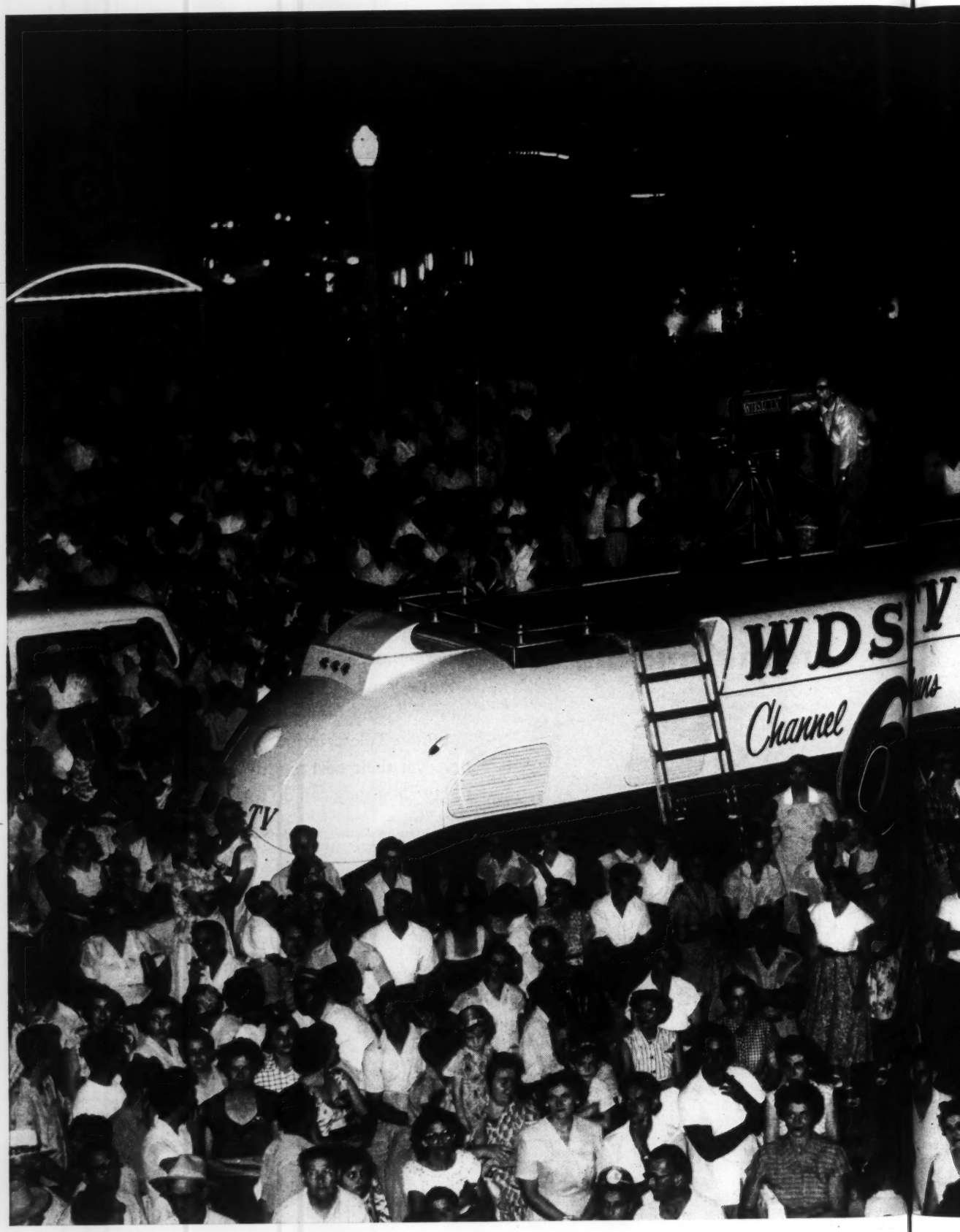
**Put scores of top name artists on your regular staff**

TERESA BREWER | LES BROWN | TONI ARDEN | BURL IVES | PEGGY LEE

## STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236


WDS
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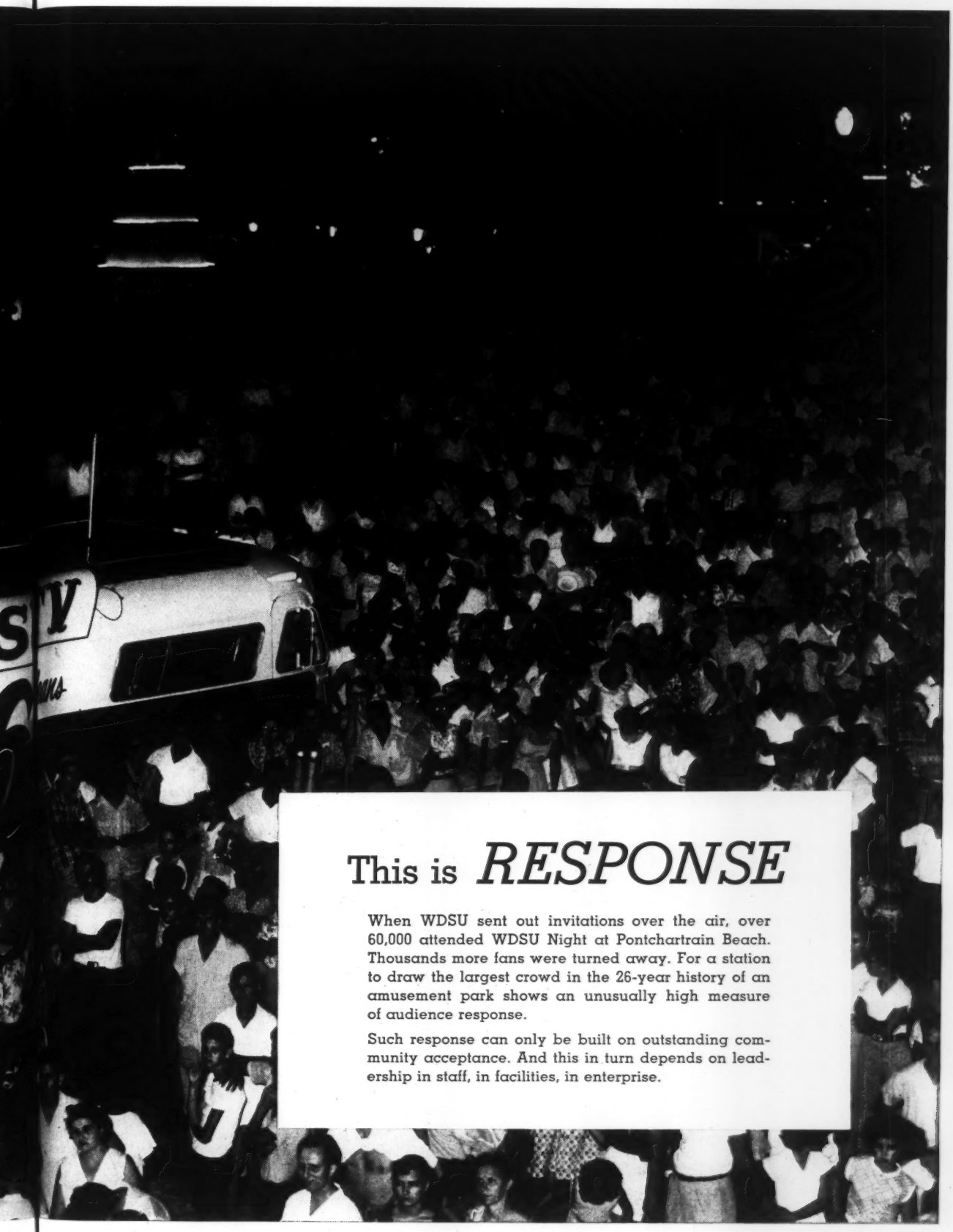
TV

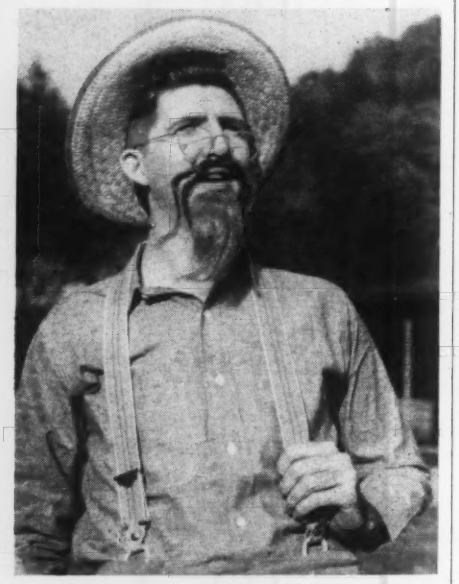


# This is *RESPONSE*

When WDSU sent out invitations over the air, over 60,000 attended WDSU Night at Pontchartrain Beach. Thousands more fans were turned away. For a station to draw the largest crowd in the 26-year history of an amusement park shows an unusually high measure of audience response.

Such response can only be built on outstanding community acceptance. And this in turn depends on leadership in staff, in facilities, in enterprise.

**Tri-State* radio listeners laugh their heartiest with this lovable old-timer, at the wit and mirth he sends their way, as . . .**



**"GRANDPAPPY GREENUP"**

**. . . stars in his own hit show: . . .**

**"GRANDPAPPY JAMBOREE"****

**Monday through Saturdays**

**8:15 to 8:30 A.M.**

**ON RADIO WWKO 1420 kc ALL DIALS**

**ASHLAND, KENTUCKY**

***"Covers the Tri-State like the sun"***

*Tri-State: Ironton-Portsmouth, Ohio, plus Huntington-Kenova, West Virginia, plus Ashland-Catlettburg, Kentucky, make the U. S. 84th Market.

**Sorry, sold for one year to an appliance dealer, call your nearest W. S. Grant man for adjacencies, or write:

**Charles F. Trivette,**
**President**

## OPEN MIKE

### WAIT Ratings

EDITOR:

. . . In the Oct. 4 issue of B•T you feature OUR RESPECTS to Robert O. Miller of Radio Station WAIT. Bob Miller of WAIT is a good friend of mine. However, that should not interfere with calling to your attention the statement, "The station has enjoyed a boost of an average of 3.5 in ratings (according to Pulse Surveys)."

This statement is not true. It is entirely out of line. WAIT's average rating is 0.8. This figure was taken from the May-June, 1954 Pulse of Chicago. It might be that they had an increase of 3.5% in their share of audience or even ratings, but they did not have an increase of 3.5 in ratings.

The trade press so often quotes these rating figures very loosely. Oftentimes, they quote share of audience as a rating. They take percentage of increases and quote them as ratings. These figures are the life-blood of radio stations. Many hundreds of thousands of dollars are spent by stations for Pulse figures, Hooper figures, Nielsen figures, etc. . . . I believe that editorial content should be factual in this respect.

*John T. Carey*
*Commercial Manager*
*WIND Chicago*

EDITOR:

. . . We compared our station ratings as shown by The Pulse reports of March-April 1954 with those of the July-August 1954 report, between 7 a.m. and 6 p.m. We added all the point increases, deducted from that the total of point decreases and found a net increase, for the average day used by Pulse, of 3.5.

It was simple arithmetic—with no projections, allowances or any of the other machinations so frequently used to create the appearance of an enhanced rating. . .

*Robert O. Miller*
*Managing Director*
*WAIT Chicago, Ill.*

### 'Broadcastingtown' Approved

EDITOR:

Congratulations on your "Broadcastingtown" editorial [B•T, Oct. 18].

So good is this item we would like to run it in the local paper as an ad. If you say, we will be happy to give credit to B•T.

Keep up the good work, and for us old heads in radio, we need folks like you giving us as many plus stories as you can. . . .

*Jim Ownsby, President and*
*General Manager*
*WJXN Jackson, Miss.*

**[EDITOR'S NOTE: Permission granted, with pleasure.]**

### 'Natural Mortality'

EDITOR:

Recently there has been some talk explaining away as a matter of "natural mortality" the failure of many tv stations to make a go of it. See how many newspapers have folded or combined, we are told, or how many magazines annually bite the dust, the implication being, perhaps, that the gears of an industrial version of "natural selection" or "survival of the fittest" are inexplicably grinding down the inferior of the breed among tv broadcasters.

Such explanations ignore one elemental fact —that *more than 75% of the tv stations that turned in their CPs were of one kind—uhf;* further, that uhf was put in the hands of broadcasters with the approval of an agency of the government, and that the same manufacturers who produce uhf broadcasting equipment continue to promote vhf-only receivers as their featured line.

Perhaps there are no readily apparent solutions to tv's economic problems, but we should at least realize that glib explanations of "natural mortality" ignor the industry's biggest problem, namely, the status of uhf tv.

*PFC John T. Browne*
*US53214438*
*Hq & Hq Co. 505th MP Bn*
*Presidio of San Francisco,*
*Calif.*

### Jivaro Jibarish

EDITOR:

As an old head hunter let me protest against the misspelling of our tribe on page 98, Oct. 11 issue. The spelling of course should be Jivaros and not as listed Jibaros. As you can see, I am determined to get ahead one way or another.

*Peter Goelet*
*New York, N. Y.*

EDITOR:

. . . I believe that Mr. Herts was referring to the head hunters of east Ecuador called Jivaros, not "Jibaros." Also, could you please inform me as to what ruins they visited.

*T. V. Kirkland*
*Chi Phi House*
*Chapel Hill, N. C.*

**[EDITOR'S NOTE: B•T's head editor was away that week on a hunting trip. Mr. Herts identified the ruin site as Pachacamac (his spelling, not guaranteed by B•T).]**

### Proud

EDITOR:

Many, many thanks for the very nice article you printed relative to the "Adventures" of my company. It was a very interesting and well laid out article. . . . Although stories of mine have appeared in many other magazines (throughout the world) I believe that your own Oct. 11 issue is one I'm more proud to be in than all the others. . . .

*Kenneth Herts*
*American Productions*
*Lima, Peru*

### Nice Comment

EDITOR:

Thanks ever so much for sending me the reprints of the article which appeared in B•T Aug. 30.

We have had many very nice comments about the story and appreciate the way you handled it.

*Paul S. Patterson*
*Director of Advertising*
*Florida Citrus Commission*
*Lakeland, Fla.*

### Mutual Sentiment

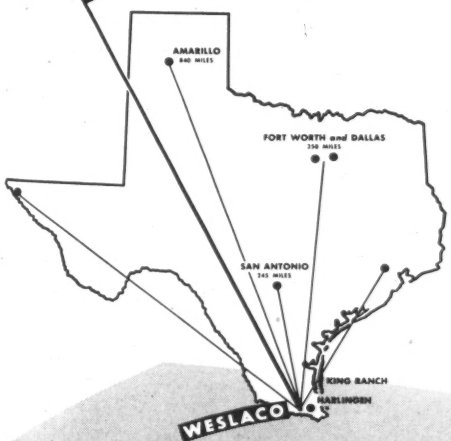
EDITOR:

I've been writing the story of MBS for almost the full score of years we've been operating . . . but I honestly doubt that in all those years I've ever provided quite so objective, quite so informative a picture of MBS as you did [B•T, Sept. 27]. . . .

*Robert A. Schmid*
*Administrative Vice President*
*Mutual Broadcasting System*
*New York City*

# 43,126 TV SETS in the Lower Rio Grande Valley of Texas

TEXAS 5th MARKET




*Hard to realize, isn't it, Mr. Time Buyer?*...your advertising message on 43,126* TV sets in the Lower Rio Grande Valley, the nation's 63rd market...and the fifth market in Texas. And the people who see your advertising have the money to buy your product. Right now, $90,000,000 is in circulation in the Lower Rio Grande Valley, from this year's cotton crop. The 378,000 people in the Valley have a combined effective buying income of $350,000,000. Farm incomes in this fertile valley average $12,500 a year per farm family, and last year over $284,080,000 was spent in retail sales.** Start getting your share of the nation's 63rd market today.

***WIRE COLLECT FOR FULL DETAILS***

* November 1, 1953, Nielsen Survey plus known sales of retail merchants as of this date.
** Sales Management.

**KRGV-TV** Channel **5** NBC
THE VALLEY'S MOST POWERFUL TV STATION

**KRGV** NBC 5000 Watts TQN
THE VALLEY'S PIONEER STATION

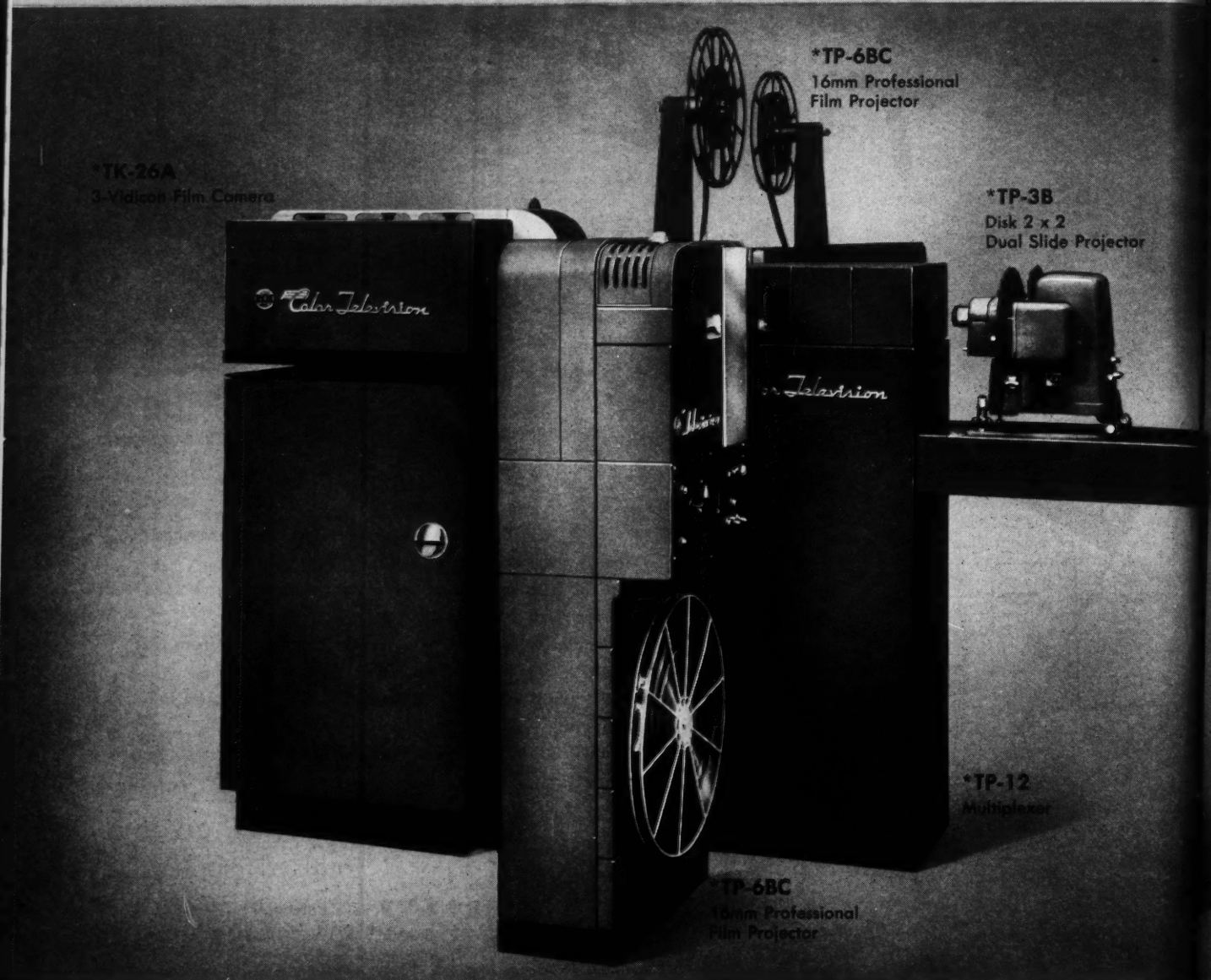
**KRGV AM-TV**
**NBC AM-TV channel 5**
Rep. by Paul H. Raymer Co.

*Complete Coverage of the Lower Rio Grande Valley*

*The Voice of the Valley*

# "3-V"*

## The Color-TV Film Camera that outmodes all other approaches




**NEW SIMPLIFIED DESIGN**

The RCA TK-26A uses 3 small, inexpensive Vidicon cameras to handle red, green, and blue individually (see diagram)—and a fixed lens-and-dichroic mirror system—for handling color separation. *Electronic control* assures precise registration of the three cameras for day-in, day-out operation. Here is the color film system that not only handles 16- and 35-mm motion picture film—*but slides as well!*

**UNMATCHED PICTURE QUALITY**

Resolution and stability are unmatched by any other approach. Gamma is ideal—needs virtually no correction. Color fidelity equals the high-quality standards set by RCA's studio color camera. Exceptional stability and precise picture registration are characteristics that assure simplicity and ease of operation and a minimum of maintenance. Ample reserve of light assures best possible pictures from the densest of films.

**NEW, EASY MULTIPLEXING**

As simple and straightforward as any monochrome arrangement, the TK-26A includes all facilities needed for color film programming—slides, film, and multiplexer. You can interchange slides, and 16- and 35-mm film—just like you do with black and white.

**EMPLOYS STANDARD TYPE PROJECTORS**

RCA's TK-26A Film Camera System works with standard type television projectors such as the RCA TP-6BC. You get ample light to handle dense films—and at the same time you avoid complicated projector equipment involving moving optical parts. RCA's equipment operates with "station tested" reliability.

# RCA TK-26A

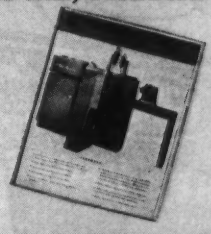
## NOW, "STUDIO REALISM" IN COLOR —WITH 16MM, 35MM COLOR FILM AND SLIDES

**The search for high quality in a Color-TV film and slide camera is ended!**

**After several years of intensive work with almost every conceivable approach to color film and slide reproduction, RCA Broadcast Design Engineers have now produced a superior film camera system matched by no other. This is the color film system that has outperformed . . . flying-spot scanners . . . fast pull-down systems . . . continuous motion arrangements . . . in actual side-by-side tests at the RCA Engineering Laboratories. This is the color film system that RCA has now *adopted over its own previous "flying-spot scanner."***

**For complete technical information on the TK-26A—the remarkable RCA 3-Vidicon color film camera that outmodes all other approaches—call your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.**

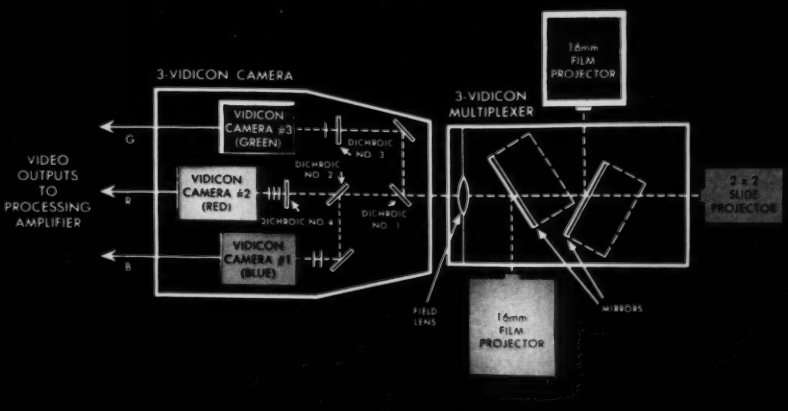
**Important for Station Men—new brochure on RCA's 3-Vidicon Camera Chain. Free, from your RCA Broadcast Sales Representative.**



***RCA Pioneered and Developed Compatible Color Television***

### How It Works!

Light from either one of three selected color picture projectors passes into the 3-V Multiplexer. A remotely-controlled mirror arrangement reflects the incoming image through a field lens and into the 3-V Camera. Here, dichroic mirrors and color filters "split" the light into three color components—green, red, and blue. Each color component produces a VIDEO signal in a separate Vidicon camera. Video output from each camera then goes into the Processing Amplifier in the camera control unit.




RCA

**RADIO CORPORATION of AMERICA**

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

# no headaches in this business!

Here's a remarkable record of consistent results produced.

For 20 consecutive years, WMC has carried six quarter-hours a week, plus a heavy spot schedule for BC in Memphis, exclusively.

WMC is proud to carry the BC message to the more than one million radio homes in the Memphis and Mid-South area for the last 20 years.

**It's an old Southern custom to listen to WMC.**

For more than 31 years, this pioneer station of the Mid-South has "keyed" its programs to the needs and wants of its great listening audience.

Dick Voorhis or any Branham man will be glad to give you more details.

**WMC** MEMPHIS
NBC—5,000 WATTS—790 K. C.

**WMCF WMCT**

300 KW Simultaneously Duplicating AM Schedule
First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

National representatives, The Branham Company

GRACE RAUWORTH

## on all accounts

GRACE RAUWORTH might have taken up professional golf or swimming, or even enjoyed a stage career, if she had followed the lead of members of her family. Instead, she entered the agency field in 1938 and has been in media ever since.

Today Miss Rauworth is manager of the media department of J. R. Pershall Co., a position she has held for the past three years, working on radio, television and other media. She joined Pershall in April 1950 after getting her initial agancy background with Leo Burnett Co. in Chicago.

Among the accounts she services are the Electric Assn. of Chicago, Chicago National Bank, Chicago Plastering Institute, Serta Mattress and others which use one or both of the broadcast media. The Plastering Institute currently sponsors the Notre Dame football games on film over WBKB (TV) Chicago each Sunday evening.

Miss Rauworth came to Burnett on Sept. 27, 1938, after a stint with a manufacturer (Stensgaard) which handles display advertising. She worked on all types of media for the agency, including radio, outdoor and others. In 1950 she joined the Pershall agency and a year later was appointed to her present post.

A native of South Haven, Mich., Miss Rauworth traveled considerably at an early age with her family, which includes two brothers (one owns an indoor golf school, the other was an assistant for years to golfer Johnny Revolta). She plays golf and also likes swimming (probably dating back to an early ambition to swim the English Channel).

Schooling included night courses in advertising at Northwestern U. (Chicago campus) over a number of years and study at Chicago's Art Institute. (Aside from an interest in art, she also qualifies as a highly capable carpentress and is talented in needlepoint work.)

After joining Pershall she handled a number of radio-tv accounts, including Commonwealth Edison Co. (which sponsored *Petticoat Party* on WBBM-TV Chicago), and Packard Motor Co. (which ran *Ask the Man* on WBKB [TV] Chicago and *Waterfront,* also locally).

Miss Rauworth also heads 27 agency women who operate an investment group in Chicago.

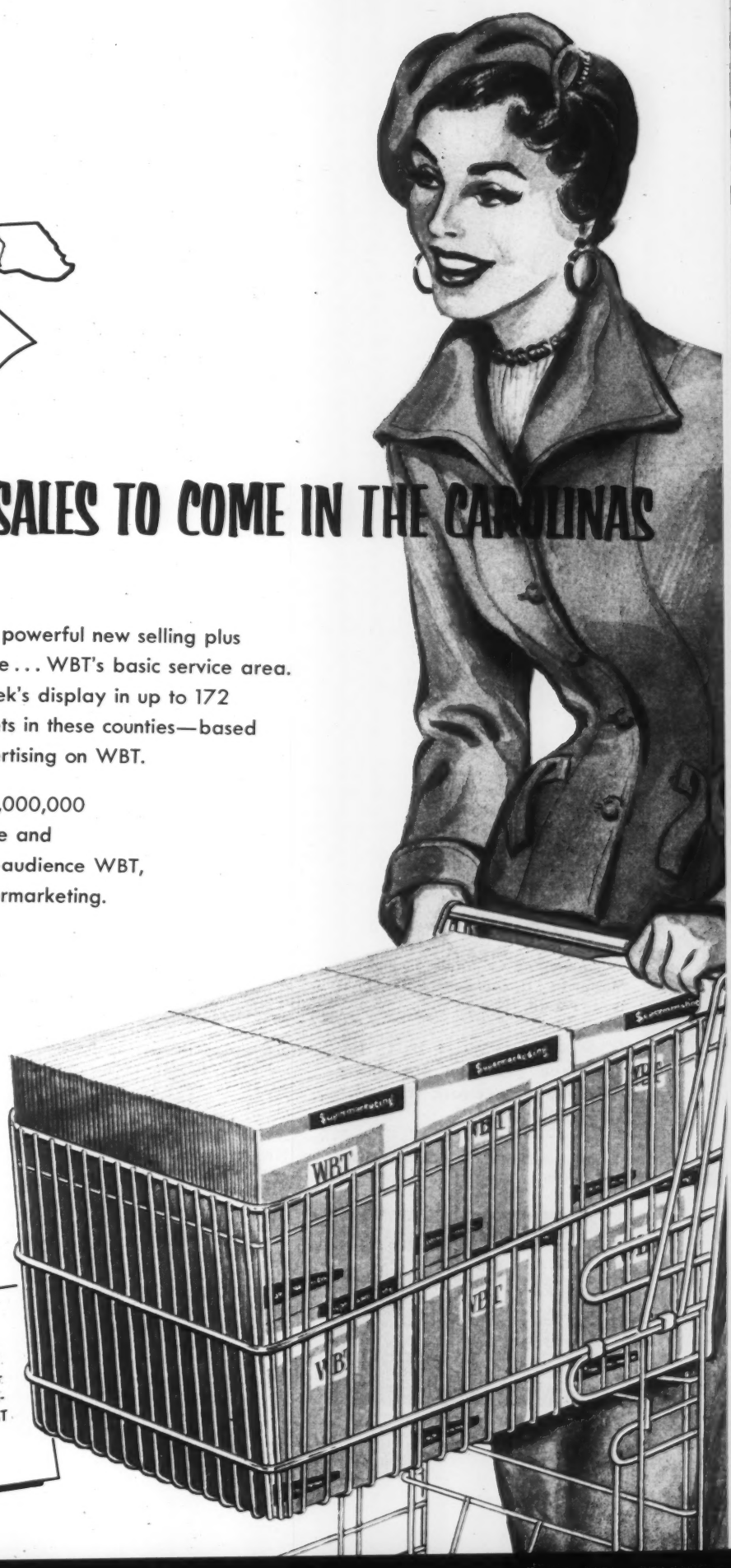
# THE SHAPE OF SALES TO COME IN THE CAROLINAS

How are your sales shaping up? There's a powerful new selling plus in the key Carolina counties mapped above... WBT's basic service area. Now you can insure for your product a week's display in up to 172 A&P, Colonial and Dixie Home Supermarkets in these counties—based on a specific weekly dollar volume of advertising on WBT.

Here's an unbeatable combination to sell 3,000,000 Carolinians—the unmatched power, prestige and penetration of 50,000 watt, 50%-share-of-audience WBT, plus mass merchandising through WBT Supermarketing.

A JEFFERSON STANDARD STATION

**drop a card** to Jack Burney, WBT, Charlotte, N. C., for brochure on WBT Supermarketing, detailing conditions under which you may qualify, specifications of displays and map showing location of WBT Supermarketing stores.



**BILL BRAMHALL, one of WEMP'S famous air salesmen, emcees two great shows daily. His homespun style is all his own, yet fits like a glove in the WEMP family. One thing is sure, if Bill says it's good, they buy it. Some of his national advertisers are:**

**Coca-Cola, Oxydol, Omar, Simonize, Robert Hall, Household Finance, Miller Brewing Co., Halo Shampoo, Musterole, Howard Johnson, Blutone Fuel Oil, Nesbitt.**

**WEMP delivers up to twice the Milwaukee audience per dollar of Milwaukee network stations.* Call Headley-Reed!**

*Based on latest available Pulse ratings and SRDS rates.

**WEMP WEMP-FM**
**MILWAUKEE**
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
**24** HOURS OF MUSIC, NEWS, SPORTS


# our respects

## to WILLIAM HASSE ZILLGER

CAN a comparatively young, independent company compete successfully in an industry entrenched with old-line giant corporations?

William H. Zillger, vice president and general manager of Standard Electronics Corp., Newark, N. J., voices a booming "yes" insofar as it applies to the transmitter manufacturing field. He points to the sales record of the four-year old firm, and adds with a smile:

"A business has to give its customers that 'added something' that competitors don't give them. This year we estimate business will be 400% over that of 1951 and 100% over that of 1953. Doesn't that sound like a lot of satisfied customers who are pleased with that 'added something'?"

A tall, heavy-set man with a perpetual smile dancing on his lips and a quip rolling off his tongue, William Hasse Zillger is a prototype of the growing number of engineers-turned-sales-executives in this 20th century industrial civilization. He was born Sept. 5, 1916, in Olean, N. Y., the son of Arno and Gertrude Hasse Zillger. It is no wonder that Mr. Zillger chose the path to a communications career, since his father was a pioneer radio engineer who is active today in radio-tv set manufacturing.

While still a youngster, Mr. Zillger displayed his penchant for engineering skills by constructing a television transmitter when he was 17. He developed this bent further at college where he studied electrical engineering. Mr. Zillger attended Lehigh U. for two years, then shifted to Purdue U. where he received his electrical engineering degree in 1937.

On summer vacation from college, Mr. Zillger worked for one of the pioneer television companies in New York. After graduation he elected to work for the Philadelphia Electric Co. as a junior engineer, and remained there until 1939 when he joined the Philadelphia branch of the Line Material Co., which manufactures equipment for electrical utilities. It was during his tenure with this company that Mr. Zillger made the transition from engineering to sales. He remained with Line Material Co. until 1947, resigning as manager in the wired radio department to join General Electric Co. as general sales manager in the ceramic department.

Mr. Zillger, an amateur radio operator from his youth, retained an interest over these years in the communications field. He confides that he was "itching to get back" when David T. Bonner, president of Claude Neon Inc., New York, and of Standard Electronics, offered him the post of vice president and general manager of the latter firm in 1951.

Standard Electronics is a subsidiary of Claude Neon Inc., whose other subsidiaries are in the field of manufacturing electronic products, home appliances and air-conditioning units and equipment. Standard was formed in late 1950 to take over the activities of Western Electric Co., which withdrew from the broadcast transmission equipment field.

Standard Electronics offers a complete line of broadcast transmission equipment, and claims the distinction of designing and building the first 50 kw tv transmitter in the world (for WOR-TV New York). The company continues to service and supply replacement parts for all Western Electric Co. broadcasting equipment now in use throughout the U. S.

Mr. Zillger is an adept salesman, with facts and figures at his fingertips to advance his contention that S-E equipment is a "terrific buy." He has available cost figures designed to show that over a five-year period an S-E 50 kw vhf transmitter can save station operators up to $120,000 in operating expenses alone. He is quick to point to a comparative table chart, documenting his argument that S-E vhf high power transmitters are superior with respect to such factors as tube costs, power line requirements and floor area, among others.

Mr. Zillger is proud of the swath that Standard Electronic is beginning to cut around some of the larger stations throughout the country. In addition to WOR-TV, he observed, the company has completed installation of high-power transmitters in recent months at WLWA (TV) Atlanta, WABT (TV) Birmingham, WEAT-TV Palm Beach, WALB-TV Albany and WSPD-TV Toledo. The firm, he said, is active also in the radio transmitter field, and designed and built a 50 kw am transmitter for the Voice of America for use in Turkey.

As the chief salesman for Standard Electronics, Mr. Zillger is a plane-commuting executive, ever on the go, who has been described as "a human dynamo." He remarked that his wife dislikes that characterization of him, but that he can corroborate its accuracy insofar as it applies to a "never-standing-still" connotation. He noted that in completing the Palm Beach transaction, he spent almost a month there with a day or so at home over weekends.

Mr. Zillger and his wife, the former Betty Baldridge of Philadelphia, make their home in Little Silver, N. J. They were married in 1940 and have three children—Barbara Ann, 13; William H. Jr., 11, and Peter Robert, 9.

Mr. Zillger is a member of the Institute of Radio Engineers, the American Institute of Electrical Engineers and the Shrewsbury River (N. J.) Yacht Club. When he isn't plane-hopping on business, Mr. Zillger relaxes on his 47-foot schooner, *The Zig-Zag III*, cruising around the New Jersey coast.

Channel 4
Miami
is now
telecasting
in COLOR
FROM ITS NEW 1,000 ft. TOWER WITH 100,000 WATTS

Nat. Rep. Free & Peters

# DON'T "PICK BLIND" IN SHREVEPORT!

## LOOK AT KWKH's HOOPERS!

KWKH's big 50,000-watt voice obviously soars far, far beyond Metropolitan Shreveport. But look at our tremendous *home-town* popularity, too, as proved by Hooper!

**JAN.-FEB., 1954—SHARE OF AUDIENCE**

| TIME | KWKH | STATION B | STATION C | STATION D | STATION E |
|---|---|---|---|---|---|
| MON. thru FRI. 8:00 A.M. - 12:00 Noon | 38.1 | 19.5 | 6.2 | 16.0 | 19.5 |
| MON. thru FRI. 12:00 Noon - 6:00 P.M. | 44.3 | 21.2 | 9.2 | 6.1 | 19.4 |
| SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M. | 54.6 | | 11.2 | 8.5 | 24.0 |

## LOOK AT KWKH's SAMS AREA!

KWKH delivers 22.3% more daytime homes than the four other Shreveport stations, *combined!* Cost-per-thousand-homes, however, is 46.4% *less* than the second Shreveport station! Let your Branham man give you all the facts.

# KWKH

*A Shreveport Times Station*

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

**50,000 Watts • CBS Radio**

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

October 25, 1954 Vol. 47, No. 17

# MAJOR PROPERTIES INVOLVED IN TV WHEELING AND DEALING

**Big deals are in the making as networks and multiple station interests try to get the most out of the FCC's newly liberalized ownership rules. Out of them will come—possibly within weeks—new lineups of network ownership and affiliation.**

CBS, with almost $8 million virtually jingling in its jeans, moved last week to close up the gaps caused by its relinquishment of minority ownership in three broadcast properties and its withdrawal from the Boston ch. 5 race.

At the same time, rumors flew involving DuMont, the Pittsburgh chs. 4 and 11 hearings, and activities of major multiple broadcast owners in moving into new markets on the effective date of the FCC's new multiple ownership rule (Friday).

• The Chicago ch. 2 situation, which promised to be a bitter, vigorously-contested affair, was settled to CBS' and Zenith's satisfaction when Zenith agreed to withdraw its competing application, leaving the CBS-owned WBBM-TV Chicago uncontested occupant of the vhf frequency.

Terms provided that CBS would pay $575,000 for Zenith's ch. 2 transmitter and associated equipment, plus up to half the rental of Zenith's experimental station's quarters atop 135 S. LaSalle St., Chicago. In return, Zenith obligated itself to buy 25 weeks of a one-quarter segment of *Omnibus* beginning Oct. 24, at a time cost of approximately $40,000 per program, with CBS agreeing to reimburse Zenith for up to half of the time charges only.

• Moving exactly on the date when the FCC's revised multiple ownership rule became effective permitting a single company to own up to seven tv stations (but only five in the vhf band), CBS on Friday announced its purchase of ch. 19 WOKY-TV Milwaukee. Purchase price was not given, but it is understood to be in the neighborhood of $335,000. The purchase is subject to the usual FCC approval.

• Word was current last week that CBS also was negotiating for the purchase of ch. 9 WSTV-TV Steubenville, Ohio, only 33 miles from the rich and, until a year ago, single-station Pittsburgh market.

• CBS' withdrawal from the Boston ch. 5 hearing—in which five contestants still remain in hearing—was made, according to a Thursday statement by the network—because of the delay and expense which seemed certain to be involved, and also because it wanted to "remain flexible" in order to move in buying other stations.

Meanwhile, other rumors of sales and mergers filled the air.

Report that DuMont's three tv stations (New York, Pittsburgh and Washington) were being offered, or that DuMont had offered them, for approximately $20 million was current at week's end, but denied by DuMont.

Merger of Pittsburgh ch. 4 applicants was reported imminent, with official announcement scheduled to be released tomorrow (Tuesday), it was learned. Hearst-owned WCAE Pittsburgh, it was understood, will remain the pending applicant, while the other four applicants will obtain options to purchase minor interests in WCAE Inc. or another corporation to be formed to run the tv station. These are KQV Pittsburgh, WLOA Braddock, Pa., and Wespen Tv Inc. (Scott Fink & Assoc.), and Irwin Community Tv (headed by Edward J. Hirshberg, whose interests include WEDO McKeesport and WACB Kittanning, Pa., and WEIR Weirton, W. Va.).

Status of the second Pittsburgh hearing case was believed touch and go at the end of last week. Reports of merger were heavily discounted in some quarters, but persisted right up to the end of the week. Involved in the Pittsburgh ch. 11 hearing are KDKA (Westinghouse), WWSW and WJAS, all Pittsburgh.

Although the way was opened Friday for major, multiple station owners to seek two additional stations in the uhf band, none other than CBS made its plans known last week.

NBC was understood to be readying an announcement of applications in two "major" markets this week. Further technical details were understood to be required in these two instances. For some time, it was learned, NBC has had eight applications prepared pending the Oct. 22 effective date and final determination as to which two were to be filed [CLOSED CIRCUIT, Oct. 18]. NBC owns vhf stations in New York, Chicago, Cleveland, Los Angeles and Washington.

ABC was reported to be still studying the situation and has not made up its mind where to apply. ABC owns vhf stations in New York, Chicago, Detroit, Los Angeles and San Francisco.

General Teleradio was mum on its plans; it owns vhf stations in New York, Boston, Los Angeles, Memphis and Hartford, Conn. (55%).

### Storer Awaits Approval

Storer, the only other multiple owner who holds the maximum vhf number (Detroit, Toledo, Atlanta, Birmingham and San Antonio), was looking for FCC action this week on its nine-month-old application for the $8.5 million purchase of Empire Coil Co., owner of vhf WXEL (TV) Cleveland and uhf KPTV (TV) Portland, Ore. [B•T, Jan. 11]. It was also expecting the Commission to approve the $3.5 million sale of its KGBS-AM-TV San Antonio to the Huntress-*San Antonio Express* interests [B•T, April 12] and its $300,000 purchase of WJW Cleveland from William O'Neil [B•T, Oct. 11].

Although not bumping against the vhf limit of five, it was no secret that other multiple station owners were seriously canvassing the situation, both for vhf as well as uhf properties.

These include DuMont, with three vhfs (New York, Pittsburgh, Washington) plus Paramount Pictures' KTLA (TV) Los Angeles charged against its ownership (DuMont is also a ch. 5 applicant in Boston); Westinghouse, with three vhfs in Boston, Philadelphia and San Francisco, and applications pending for Pittsburgh and Portland, Ore.; Scripps-Howard, with three vhfs in Cleveland, Cincinnati and Memphis and an applicant for Knoxville; Crosley, with four vhfs in Cincinnati, Dayton, Columbus and Atlanta, Ga., and an application for Indianapolis, and Meredith Publishing Co., with four vhfs in Kansas City, Phoenix, Omaha and Syracuse, N. Y.

In the arrangement between CBS and Zenith for the Chicago ch. 2 frequency, it was declared that the $575,000 for Zenith's transmitter, antenna and associated transmitter and equipment was what Zenith had invested in the gear.

The arrangement for CBS to sublease from Zenith up to no more than 50% of the total rent which Zenith is obligated to pay for the 45th floor penthouse and roof of 135 S. LaSalle

## HOUSTON-GALVESTON

BATTLE has flared up between KGUL-TV Galveston and KTRK-TV Houston—with CBS-TV affiliation one of the principal issues.

Earlier this month, KTRK-TV, which is building on ch. 13, protested to the FCC against the Commission's approval of KGUL-TV's ch. 11 transmitter move and higher antenna height, approved Sept. 1. KTRK-TV claimed that the Galveston station was moving closer to Houston so it could hold on to its CBS affiliation and sell Houston as well as Galveston advertisers. It claimed KGUL-TV was violating the allocation table and claimed Sec. 309(c) standing under the economic injury clause.

KGUL-TV, in an opposition filed last week, urged the FCC to dismiss the KTRK-TV petition as having no standing. It alleged that the claims of economic injury by KTRK-TV were a "sham" and that the other allegations were based on "misrepresentations" and were "frivolous." It maintained that it was serving Houston with a Grade A signal before it moved its transmitter and hiked its antenna height and claimed that this was in line with the FCC's table of allocation.

St., runs to Feb. 29, 1956, according to the agreement.

Zenith's agreement to buy into a fourth sponsorship of the Ford Foundation Tv-Radio Workshop's *Omnibus* for 25 weeks at an approximate time cost of $40,000 per week equals $1 million. But, CBS agreed to repay Zenith half of that sum, excluding such charges as are applicable to the production of Zenith commercials.

The Chicago ch. 2 agreement was made known to the FCC hearing examiner last Tuesday, at which time Zenith's application was dismissed by Comr. Robert T. Bartley, acting as motions commissioner. The agreement was filed with the examiner on Friday.

In announcing CBS' purchase of WOKY-TV, now affiliated with ABC and DuMont, Dr. Frank Stanton, CBS president, made plain that CBS intends to acquire another uhf station "as soon as possible." He observed that "our acquisition of this uhf station at the earliest possible date permitted is proof of our confidence in the future of uhf. CBS is going forward with studies and other plans to acquire a second uhf station as soon as possible." This is understood to be in another major market.

WOKY-TV, which began operating a year ago this month, is owned by Gerald A. Lee and David Bartell, who also own WMTV (TV) Madison and WAPL Appleton, Wis.

The CBS-TV affiliate in Milwaukee is WCAN-TV, on ch. 25. The *Milwaukee Journal's* WTMJ-TV, on ch. 4, is the NBC-TV affiliate. Due on the air this week or next is WTVW (TV) on ch. 12, affiliated with ABC.

If CBS acquires WSTV-TV in Steubenville, it will be taking over a full-fledged CBS-TV affiliate which throws what is understood to be a Grade A signal into the Pittsburgh metropolitan area. WSTV-TV is owned by the Friendly Group (Jack and Louis Berkman, John J. Laux and others), which also owns WFPG-AM-TV Atlantic City, WPIT Pittsburgh and WBMS Boston. The ch. 9 station began operating Christmas Eve a year ago.

During the last 30 days, CBS has sold its 45% interest in KQV Pittsburgh for $236,250 to majority stockholders Earl F. Reed and Irwin D. Wolf [B•T, Oct. 4]; has agreed to sell its 45% interest in WTOP-AM-FM-TV Washington to majority owner *Washington Post* for $3.5 million, effective Dec. 15 [CLOSED CIRCUIT, Oct. 18], and is understood to be negotiating to sell its 47% interest in WCCO-AM-TV Minneapolis-St. Paul to the *Minneapolis Star-Tribune* (Cowles) for about $4 million, with an announcement expected to be made next week [CLOSED CIRCUIT, Oct. 18].

## ADVERTISERS & AGENCIES

# SCHICK, SIX OTHERS SWITCH ACCOUNTS TO NEW AGENCIES

**Over $14 million in advertising moves from agency to agency in a fall season that well may be remembered for the number of major account shifts. Schick ends a 12-year affiliation with Kudner.**

IN a season conspicuous by the surprising number of agency shifts by advertisers, Schick electric razors in an unexpected move last week led a new parade of seven sponsors in a march away from their present affiliations. Combined billings of the shifting advertisers total more than $14 million.

After an association with the Kudner agency for 12 of the past 13 years, Schick is expected soon to formally withdraw its $4½ million advertising budget from that agency. The client has been screening a number of prospects, but B•T learned last week that the eventual choice almost certainly will be Kenyon & Eckhardt.

Other clients found to be switching agency representation are: Gruen Watch Co. from McCann-Erickson to Grey Adv.; Wilson & Co. from Ewell-Thurber to Needham, Louis & Brorby; National Selected Products from Duane Jones Co. to Hilton & Riggio; Nestle Co. from Cecil & Presbrey to McCann-Erickson; H. C. Brill Co. from Tracy Kent to Hicks & Griest, and Borg-Warner Corp. (Norge div.) from J. Walter Thompson Co. to Tatham-Laird Inc.

Schick began its relationship with Kudner in 1941. Five years ago the advertiser departed to BBDO but after a year returned to Kudner. The firm is the founder of the electric shaver industry and is currently celebrating its 25th year in business.

Schick sponsors the *Jackie Gleason Show* on CBS-TV and pro football games on the DuMont Tv Network. In addition Schick uses spot announcements in radio wherever it does not have television coverage.

Appointment of Kenyon & Eckhardt as its new agency is expected to be formally announced in about a week.

Gruen Watch Co., Cincinnati, which the preceding week was resigned by McCann-Erickson so that M-E could take on Bulova Watch Co. [B•T, Oct. 18], has named Grey Adv. to handle its budget of $1.5 million, effective immediately.

In a sense the transfer of the account is a case of history repeating. A decade ago McCann-Erickson also relinquished the Gruen business to Grey, which in turn released it to Stockton-West-Burkhardt, Cincinnati. In 1951 McCann-Erickson took over the account from that firm. Last week's action puts the business once more with Grey.

Grey Adv. apparently will continue to handle its present watch client, Jean R. Graef Inc. (Girard-Perregaux watches), New York, whose budget is comparatively small, about $200,000. Mr. Graef told B•T that his firm is "very happy" with Grey and has "no other plans." The account has been with Grey for the past two years.

Appointment of Needham, Louis & Brorby, Chicago, to handle its advertising for canned meats, effective Nov. 1, was confirmed last week by Wilson & Co., Chicago meat packers. The account moves from Ewell & Thurber Assoc., which will retail the Ideal dog food and margarine accounts.

Wilson moved its other accounts (ham, bacon, sausage, smoked meats, poultry, soap) to NL&B last spring, also from Ewell & Thurber Assoc., which had serviced Wilson's complete line of products since 1938.

Wilson has been relatively inactive in radio and television. At Thurber, it maintained for its canned meats a sporadic spot schedule.

The company's 1954 advertising appropriation was roughly $2 million, with only a small portion going into broadcast media. Advertising plans for 1955 are being blueprinted, according to James Hausmann, assistant advertising manager. There was no indication what radio-tv billings might be, but it was speculated that the outlays might be increased with the introduction on a national scale of a new meat pie product.

Another agency switch confirmed in the past fortnight was that of Borg-Warner Corp. (Norge div.) from J. Walter Thompson Co. to Tatham-Laird Inc. effective Nov. 12. Advertising plans calling for about $4 million have been set for next year, according to Robert Runge, division advertising manager. Earlier, Tatham-Laird had resigned the refrigerator-range account of Admiral Corp.

Norge formerly sponsored the *Garry Moore Show* on CBS-TV (dropped last September) and

**AGENCY SPECIALISTS participated in a workshop on creative and production phases of radio-tv commercials during the AAAA Central Region convention in Chicago Oct. 14-15 [B•T, Oct. 18]. Taking part in session were (l to r): Peter Cavallo, J. Walter Thompson Co., Chicago; John B. Simpson, Foote, Cone & Belding, Chicago; Dr. Richard B. Lewis, San Jose State College, San Jose, Calif.; Nelson Winkless and Alan Wallace, both Needham, Louis & Brorby, Chicago. Color experiments, evaluation of packages and audio-visual techniques were among topics explored during the closing day's session at the Drake Hotel.**

## THE LATEST MOVING DAY DATA

| Advertiser | Estimated Billings | From | To |
|---|---|---|---|
| Schick Electric Shavers | $4,500,000 | Kudner | Expected to go to Kenyon & Eckhardt |
| Gruen Watch Co. | 1,500,000 | McCann-Erickson | Grey Adv. |
| Wilson & Co. | 2,000,000 | Ewell & Thurber | Needham, Louis & Brorby |
| National Selected Products | 500,000 | Duane Jones Co. | Hilton & Riggio |
| Nestle Co. | 1,500,000 | Cecil & Presbrey | McCann-Erickson |
| H. C. Brill Co. | 150,000 | Tracy, Kent | Hicks & Griest |
| Borg-Warner Corp. (Norge Div.) | 4,000,000 | J. Walter Thompson | Latham-Laird |
| TOTAL: | $14,150,000 | | |

radio-tv spot campaigns at the dealer level, and is expected to step up its broadcast activity in view of the heavier budget for 1955.

In the other developments last week:

National Selected Products (Ready Mixes of the Six O'Clock Foods Division) named Hilton & Riggio, effective Jan. 1. Duane Jones Co. had been servicing the advertiser, whose advertising budget is more than $500,000.

The firm is planning to buy a network television show to begin after the first of the year or early in spring and is also planning a spot campaign.

The Nestle Co., New York (chocolate products division, including candies and cocoas and new gravy and white sauce mixes), with its $1.5 million advertising budget, named McCann-Erickson, New York, to handle its advertising. Nestle has been serviced by Cecil & Presbrey, which is ceasing operations on Dec. 31. Nestle Co. uses radio and television spot campaigns.

The addition of the Nestle Co.'s billings to those of Bulova and Mennen [B•T, Oct. 18] brings to more than $7 million the new business acquired by McCann-Erickson within three weeks.

H. C. Brill Co. (Spanish rice, macaroni dinner, spaghetti sauce with meat, spaghetti sauce with mushrooms and Isle of Capri pizza pie), New York, named Hicks & Griest, New York, to handle its approximately $150,000 advertising budget, effective immediately. Tracy, Kent & Co. had been the Brill agency.

Present advertising plans of the account include an intensive radio schedule for the grocery division in key areas in eastern markets, tv in several markets, and a trade paper program for the bakery business, Sydney R. Huntley, account executive at Hicks & Griest, said.

## General Foods' Net Rises

NET sales of General Foods for the six months ended Sept. 30 were $382,538,187, compared to $354,475,594 for the same period last year, according to Charles G. Mortimer, president. Net earnings for the period (first half of the company's fiscal year) were $18,064,393, or (after preferred dividends) $3.02 a common share, compared to $12,201,372, or $2.03 a share of common for the previous year's period. For the quarter ended Sept. 30, net sales were $187,812,405, compared to $181,306,580 the previous year's quarter, and net earnings were $6,869,983 ($1.14 a common share) compared to the previous year's quarter of $6,247,607 or $1.04 per share.

## Promotion, Marketing Units Created by Grey

LAWRENCE VALENSTEIN, president of Grey Adv., New York, announced last week the creation of a new promotion and publicity department to be headed by Christopher Cross and the establishment of marketing and sales development department to be directed by David Mayer.

These two departments, Mr. Valenstein said, give "our clients greater service where it counts —at point of sale" and will "help further to carry out Grey's long-established policy of putting our clients' advertising to work on a local level.

"Grey Matter (the agency's news letter) will be expanded editorially to cover provocatively all new facets of advertising as well as the latest techniques in merchandising, marketing, exploitation and promotion as developed by the two new departments," Mr. Valenstein said.

Mr. Cross resigned from Kenyon & Eckhardt, New York, where he was exploitation director, to become director of Grey's promotion and publicity department.

Mr. Mayer formerly headed Grey's sales promotion division, which will be replaced by the marketing and sales-development department.

E. B. Weiss, former editor of "Grey Matter" and merchandising consultant, resigned from the agency to establish his own merchandising consultant service effective after the first of the year [CLOSED CIRCUIT, Oct. 18].

## Beal Leaves World Wide, Will Open Own Ad Agency

JOSEPH CARLETON BEAL has resigned as manager of the public service division of World Wide Broadcasting System to open his own agency, Beal Radio & Television Agency, with headquarters at 220 St. James Place, Brooklyn, N. Y. World Wide and its international shortwave station WRUL, with transmitters on the Massachusetts coast near Boston, will be an account of the new agency, Mr. Beal announced. Before joining World Wide Broadcasting System, he had been production manager of WDSU-TV New Orleans.

MR. BEAL

## Squire Dingee Radio Drive Linked With Mercury Records

SQUIRE DINGEE Co. of Chicago (Ma Brown pickles) last Monday instituted an aggressive radio campaign covering 46 markets in 14 Midwest and Southwest states as part of a national talent contest tie-in with Mercury Records.

The company, through L. W. Ramsey Adv. Co., Chicago, has selected a leading disc jockey in each city to conduct the contest on 15-minute programs from three to five times weekly until Dec. 3. First prize is a recording contract with Mercury and a week's engagement at Chicago's Chez Paree: State finalists as screened by the stations from local entries will compete in the grand finals in Chicago next January.

A Ramsey spokesman declined to reveal the overall media budget for the campaign but said 65% of all expenditures would go into radio, the remaining to be divided among newspapers and point-of-sale. Disc jockeys are advising listeners to obtain entry blanks in food stores carrying Ma Brown products.

ONE-YEAR CONTRACT for sponsorship of *Al Schottelkotte and the News* on WSAI Cincinnati is approved by (l to r) Harry Martineau of sponsor M. & M. Realty Co.; Lu Bassett, WSAI account executive; Mr. Schottelkotte, and Sherwood R. Gordon, WSAI president and general manager.

## All State Buys Army-Navy

ALL STATE Insurance Co. will sponsor the Army-Navy game on NBC Radio, Fred Horton, director of sales for NBC Radio, announced last Wednesday. Contract for the Nov. 27 grid classic was handled through Christiansen Adv. Agency, Chicago, by Tom Moore, account executive, WBAL Baltimore, NBC affiliate which has exclusive broadcast rights to Navy games this year. The Army-Navy tilt also is on the NCAA schedule of games telecast by ABC.

## C-P Earnings Up by 30%

COLGATE-PALMOLIVE Co.'s earnings for the first nine months of 1953 are up 30%, to $3.90 per share, with net income totaling $9,799,000 as compared with $7,524,000 or $3.11 per share in the corresponding period of 1953. E. H. Little, chairman of the board, has announced in the company's report for the third quarter. For the three month period ended Sept. 30, 1954, net income was $4,250,000 or $1.70 per share in contrast to $2,440,000 or $1.01 per share in the third quarter of 1953.

## Top Watch Advertisers Face Anti-Trust Suit

### Justice Dept. files actions against Bulova, Benrus, Gruen and Longines-Wittnauer. Foote, Cone & Belding advertising agency also cited.

JUSTICE DEPT. anti-trust suit last week against 24 watch makers and associations, including Foote, Cone & Belding advertising agency, involves some of the brightest names in commercial radio and tv.

Among the firms against which the conspiracy and monopoly charges were hurled are Bulova Watch Co., New York; Benrus Watch Co., New York; Gruen Watch Co., Cincinnati, and Longines-Wittnauer Watch Co., New York.

The government charged that the listed firms and organizations participated in agreements (1) to refrain from establishing watch manufacturing facilities in the U. S., (2) to restrict the manufacture of watches and watch parts in the U. S., (3) to refrain from extending aid to watch manufacturers located in countries other than Switzerland, (4) to fix the prices and terms and conditions of sale for Swiss watches imported into the U. S., (5) to blacklist, boycott or fine American watch companies which do not adhere to these agreements, and (6) to prevent the exportation to Switzerland and other countries of American produced watch parts and watch cases.

The complaint, filed in the New York District Court, charged also that defendants executed contracts to import watches in specified annual amounts and to refrain from handling competitive brands and to limit the re-export of imported Swiss watches to designated countries in the Western Hemisphere. The complaint also alleged that the named companies and associations excluded American importers from importing Swiss watch repair parts and with fixing the sales price of such parts in the U. S.

The Justice Dept.'s action follows by three months President Eisenhower's approval of a tariff boost on Swiss watch imports.

In a statement issued Thursday, Foote, Cone & Belding said:

**Undoubtedly, this advertising agency has been included because it handles the advertising of the Watchmakers of Switzerland, a trade association representing approximately 550 manufacturers and assemblers of jeweled-lever watches and movements located entirely within Switzerland.**

**But this fact does not clarify the basis of the Justice Department action, since all of our activities for this foreign client may be described as the same type of activities which we and other advertising agencies render to domestic clients.**

Its inclusion in the suit, FC&B said, left the agency "surprised and baffled." Also, the agency said, it is a long-standing member of the American Assn. of Advertising Agencies (4A's) and "has serviced all clients in accordance with the approved standards of practice."

## Hearing Held in Suit Against Rheingold Ad Copy

LEGAL maneuvering in the suit filed by Beverly Hills attorney Max Gilford against Rheingold Brewing Co., Los Angeles (Liebmann Breweries), to force an end to use of certain copy phrases in radio-tv and printed media advertising [B•T, Aug. 16], continued during the Los Angeles Superior Court hearing Oct. 15.

Mr. Gilford abandoned his plea for a preliminary injunction from Judge Arnold Praeger for immediate discontinuance of the advertising copy, saying since trial date is set for Nov. 22, hearings on the injunction can be consolidated with trial.

However, attorney Harry Swerdlow, representing Rheingold, filed a demurrer to Mr. Gilford's amended complaint at the hearing, which Judge Praeger is currently considering. Further, Mr. Swerdlow indicated to B•T he would shortly move before Judge Praeger that the Nov. 22 trial date be vacated, since there is insufficient evidence to continue.

In the original suit, filed last August by Mr. Gilford as representative of "the general public," he charged they were being victimized by such phrases as "largest selling beer in the East," "the very same beer (that is served in the East)," and that beer was brewed from "local ingredients and water." Actually, Mr. Gilford contends, brewing industry sources show none of these claims is correct.

Previous to the Oct. 15 hearing, Judge Praeger ruled Mr. Gilford need not answer questions during deposition-taking sessions as to whether other breweries are involved in the action.

CONTRACT calling for sponsorship of *Mutual's Football Game of the Week* is signed for on KBMY Billings, Mont., by Keith Rowbotham (seated), general sales and advertising manager for the Custom Tire Co., and Warren Marshall, KBMY sales manager. Custom Tire, distributor for Kelly-Springfield and B. F. Goodrich tires, also sponsored Mutual's *Baseball Game of the Day* over KBMY.

## Drops the Bear

WILSON & Co., Chicago meat packer, has agreed to cease using a facsimile of the "Smokey Bear" character in all its commercial advertising to avoid confusion with the character utilized in forest fire prevention ads. With the agreement, a Federal indictment against Wilson was dropped Wednesday in Chicago Federal District Court. The government claimed the meat packing firm used the facsimile illegally because of widespread association of the bear with fire prevention drives aimed at children.

## United Motors Buys Thomas On CBS Radio for $2 Million

UNITED MOTORS SERVICE Div. of General Motors has signed to sponsor newscaster Lowell Thomas on CBS Radio under a contract representing more than $2 million in gross annual billings for the network, it was announced last week.

The new series, for Delco batteries, starts Nov. 1. The division will sponsor Mr. Thomas Mondays through Fridays at 6:45-7 p.m. EST, 5:45-6 p.m. CST, 8:30-45 p.m. PST, and 9:30-45 p.m. MST, on the full CBS Radio network in the U. S.

On the air since 1930, Mr. Thomas has never lacked a sponsor (Funk & Wagnalls 1930-32, Sunoco 1932-47, Procter & Gamble 1947-53, and Kaiser Motors in 1953-54). His latest, United Motor Service Div., is the sales and service organization in the replacement market for Delco batteries and other General Motors parts and accessories. Its agency is Campbell-Ewald Co., Detroit.

## Agency Seeks Miami Account, Uses C-C Pitch on WTVJ (TV)

BISHOPRIC & GREEN Inc., Miami, last week used a closed-circuit telecast presentation from WTVJ (TV) there in its quest for the $100,000 advertising account of Dade County. The prospectus was piped via cable from WTVJ's studio to the 10th floor of the Dade County Courthouse for the benefit of an advisory committee which will recommend placement of the account. Recommendation by the five-man committee is tantamount to selection, according to the station.

The telecast, consisting of both live and film material, was used to demonstrate the main planks of the agency's presentation. The agency selected—there are 10 competing for the account—will be named in about two weeks to handle the account for at least one year. Karl Bishopric, agency president, and vice presidents Jack I. Green and Arthur Fielden were in charge of the closed-circuit showing.

## Ellington Elects Three

JESSE T. ELLINGTON, president of Ellington & Co., New York, has been elected board chairman, a newly-created position, it was announced last week. In addition, Chauncey L. Landon, executive vice president becomes president of the agency, and William A. Bartel advances to executive vice president.

### AGENCY APPOINTMENTS

**Dr. Pepper Co.,** Dallas, appoints Grant Adv., Chicago.

**I-T-E Circuit Breaker Co.,** Phila., appoints Gray & Rogers, same city.

**Bird Provision Co.** (Bird Farm Sausage), Pekin, Ill., reappoints Mace Adv. Agency, Peoria, Ill., after year's absence. Tv will be used.

**Max Factor Inc.** (cosmetics), L. A., appoints Doyle, Dane Bernbach, N. Y., for all products, effective Jan. 1.

**B & M Meat Co.** (Manhattan smoked and processed meats), L. A., appoints Richard N.

Meltzer Adv. Inc., same city, with Thomas Lowey as account executive. Radio spots will be used.

**All Tone Muffler Co.** and **Gustafson's Furniture Co.,** both San Diego, appoint Dan Lawrence Co., same city, with Durien Stewart as account executive.

**Dispensers Inc.,** L. A., appoints Tilds & Cantz Adv., same city, additionally for housewares; agency already handling part of account. Radio will be used.

**Davis Products Inc.** (plastic mattresses, pools, toys), L. A., and **Argus Tv Productions,** Hollywood, appoint Harvey Waldman & Assoc., L. A., with Mr. Waldman as account executive.

**Tropical Preserving Co.** (preserves and processed foods), L. A., appoints Lee & Assoc., same city, with Leo Pearlstein as account executive.

**Scudder Foods Products Inc.,** Monterey Park, Calif., and **Blue Bird Potato Chip Co.,** Oakland, Calif., appoint Mottl & Siteman Adv. Agency, L. A., with Charles Mottl and Irvin Siteman as joint account executives.

**Tappan Stove Co.,** Mansfield, Ohio, appoints Geoffrey Wade Adv., Hollywood, for advertising in western states with Snowden Hunt Jr. as account executive.

## A&A PEOPLE

**John D. Small,** executive vice president and director, Quiet Heet Mfg. Corp. (air conditioners, oil burners), Newark, N. J., subsidiary, Emerson Radio & Phonograph Corp., N. Y., elected president.

**William J. Bird,** general sales manager, Plymouth Motor Corp., Detroit, elected vice president in charge of sales.

MR. BIRD

**Jerome J. Cowen** appointed vice president, Cunningham & Walsh, N. Y.

**Frank M. Knight Jr.** and **Frank J. Corkery** made vice presidents, Richard A. Foley Adv., Philadelphia.

**Robert W. Ferguson,** merchandising director, Henri, Hurst & McDonald, Chicago, to Wherry, Baker & Tilden Inc., same city, as vice president in charge of merchandising.

MR. FERGUSON

**Roy Abernethy** appointed vice president in charge of sales, Nash Motors Div., American Motors Corp., Detroit.

**Jack M. Wentsel** elected vice president, Rogers & Smith, Chicago.

**Ted Fremd,** formerly with Axelson Adv. Agency, Denver, and **R. E. Armstrong,** public relations director, Harold Walter Clark Inc., same city, appointed vice presidents of Clark firm.

**Edward J. Lauesen,** vice president and Chicago office manager, Fuller & Smith & Ross Inc., Cleveland, elected chairman, agency executive committee.

**Lee Fisher,** public relations field man, National United Cerebral Palsy Assn., Denver, to Adv. Unlimited, same city, as account executive.

**Tom Tausig,** formerly program director, WTOP-TV Washington, appointed account representative, Young & Rubicam, N. Y., effective Nov. 1.

MR. TAUSIG

**William Whitworth,** formerly account executive, S. M. Brooks Inc., Little Rock, Ark., to Prescott & Pilz Inc., Denver, as account executive.

**Phil Franklin,** formerly with Franklin Assoc., San Pedro, Calif., to Dan Lawrence Co., San Diego, as account executive.

**Reginald W. Twiggs,** account executive, Meldrum & Fewsmith Inc., Cleveland, to Erwin, Wasey & Co., L. A., in same capacity.

**Harlan McFadden,** account executive, Foote, Cone & Belding International Div., N. Y., to international dept., McCann-Erickson, same city, in same capacity; **Robert Gibbons,** radio-tv manager, Lang, Fisher & Stashower, Cleveland, to McCann-Erickson, Cleveland, as assistant creative director in charge of radio-tv copy, effective Nov. 1.

**Stan Bachrach,** account executive, KLAC Hollywood, to Doyle Dane Bernbach Inc., same city, in similar capacity.

**John M. Van Horson,** vice president and account supervisor, Biow Co., N. Y., to Bryan Houston Inc., same city, as account executive.

**Robert S. Ferguson** to Adv. Assoc., Phila., as account executive.

**L. J. Sholty Jr.** rejoins Kenyon & Eckhardt, Hollywood, as account executive.

**Ted Byron,** account executive, William W. Harvey Inc., L. A., appointed radio-tv director.

**Larry Lewin,** account executive, Mayers Co., L. A., appointed radio-tv program director.

**Elmer F. Jaspan,** formerly with Al Paul Lefton Co., Phila., appointed radio-tv director, Adrian Bauer Adv. Agency, same city.

**Bradley G. Morison,** recently separated from U. S. Navy, to Olmsted & Foley, Minneapolis, as director of tv and radio.

**Nicholas Wolf,** timebuyer and account executive, Leo Burnett Co., Chicago, promoted to timebuying supervisor; **Bowen Munday,** timebuyer, promoted to media supervisor.

**Therese Lewis,** formerly story editor, NBC-TV Philco-Goodyear *Television Playhouse,* to radio-tv dept., Young & Rubicam, N. Y., as story editor.

**William C. Conley,** executive vice president, Southern Appliances, Charlotte, N. C., to Norge Div. of Borg-Warner Corp., Chicago, as products director.

**Irving Gould** appointed art and production dept. director, Lavenson Bureau of Adv., Philadelphia.

**William F. Simpkins,** formerly with Campbell-Ewald Co., Detroit, appointed art director, Grant Adv., same city; **Richard D. Wagoner,** formerly with Remington Rand Inc., N. Y., to Grant Adv., N. Y., as copywriter.

**Addie W. Petrovich** to copy dept., Calkins & Holden, L. A. office.

**Frederick C. Miller,** president, Miller Brewing Co., Milwaukee, was installed Oct. 21 as president, Milwaukee Assn. of Commerce; **Thomas R. Gettelman,** president, A. Gettelman Brewing Co., Milwaukee; **Robert A. Uihlein Jr.,** vice president, Jos. Schlitz Brewing Co., same city, and **Mack Kehoe,** manager, community relations and publicity dept., Miller Brewing Co., appointed by Mr. Miller as trade promotion committee chairman, sports committee vice chairman and public relations committee head of association, respectively.

**Elizabeth Powell** and **Don Gill,** both of Geyer Adv., N. Y., presented $100 and Westinghouse portable radio, respectively, for estimates in contest of guessing mail received during eight month period by WOWO Fort Wayne, Ind.

**Howard G. Sawyer,** vice president in charge of plans and marketing, James Thomas Chirurg Co., N. Y., appointed by Industrial Adv. Research Institute to council undertaking "A Study of Industrial Advertisements to Evaluate Copy Characteristics and Physical Makeup of Advertisements."

**Pearl Fairall,** account executive, Fred Bock Adv. Co., Akron, Ohio, designated outstanding businesswoman of year by Rubber City Chapter, same city, Business and Professional Women's Club.

## WMAL—Food Station

WMAL Washington, owned by the Evening Star Broadcasting Co., is now known as the "Good Food Station" under a plan to offer a new program service, the Good Food Plan, to its daytime listeners.

Under the Good Food Plan, Lynn Hart, a graduate economist, conducts a Monday through Friday program, *The Good Food Report* (12:15 to 12:30 p.m.), which contains data on cooking, cleaning and marketing. Another program, *Minute Menu,* 60 seconds long including the commercial, offers menu suggestions.

The new plan will include general food announcements during station breaks throughout the day, acquainting the housewife with new foods, market prices, kitchen safety, etc.

Local grocers and jobbers will receive a regular mailing from the station known as the *Good Food Bulletin,* which will feature general food news and local retail success stories.

The plan went into effect Oct. 4 and excellent response has been received from agencies and advertisers, WMAL reports. On the air announcements such as, "This is WMAL where big things are cooking," heralded the opening of the plan.

# TV REVENUE IN '53 TOPPED $432 MILLION, FCC REPORTS

## Financial data released last week by the Commission shows that last year's total was 33% above the 1952 figure.

REPRESENTING the most comprehensive report so far on the progress of post-freeze vhf-uhf television stations as well as the industry as a whole, final tv financial data for 1953 was released Wednesday by FCC to show total revenues of $432.7 million—33% above 1952. Tv broadcast revenue, comprising sale of time, talent and program material to advertisers, resulted in total broadcast income (before federal income taxes) of $68 million or almost 23% above 1952. (See table 1).

Total time sales of the tv industry amounted to $384.7 million, or 36% above 1952, FCC said. Of this amount, network time sales totalled $171.9 million, or 25% above 1952.

Time sales to national spot advertisers amounted to $124.3 million or 55% above 1952—the largest single gain—while local time sales were $88.5 million or 36% over 1952. Sales of talent and program material to advertisers in 1953 amounted to $109.5 million, a 25% jump over 1952 (Table 4, page 35).

The four tv neworks, including their 16 owned and operated stations, reported to FCC total 1953 tv revenues of $231.7 million, expenses of $213.7 million and income (before taxes) of $18 million.

The $231.7 million total revenue of the networks is 2½ times the amount received from am operations ($92.6 million) in 1953, FCC said. Network income of $18 million from tv in 1953 was almost double the $9.4 million reported from am operations, the Commission stated (Table 7, page 35).

Final financial data for the radio industry as a whole is expected to be completed for release in December, the Commission indicated.

Ninety-two pre-freeze tv stations (excluding 16 network o&o outlets) reported total broadcast revenues of $174.5 million in 1953, an average of $1,896,457 per station. With average station expenses of $1,049,474, FCC said, the average pre-freeze station's income last year was $657,609 (Table 11, page 36).

Noting that a total of 240 new stations had commenced commercial operation since lifting of the freeze in April 1952, FCC said that reports from 226 of these disclosed that 114 vhf stations had total revenues of $16.1 million, expenses of $20.3 million and a loss of $4.2 million, while 112 uhf stations reported total revenues of $10.4 million, expenses of $16.7 million and a loss of $6.3 million (Table 1). The average post-freeze station had been in operation less than five months as of the end of 1953, FCC explained.

Comparison of the financial progress of post-freeze vhf and uhf stations was highlighted earlier this year by then Acting FCC Chairman Rosel H. Hyde before the Potter Subcommittee of the Senate Interstate & Foreign Commerce Committee [B•T, May 24]. The preliminary data, as well as the compilation of the final report, were under the supervision of Hyman H. Goldin, chief of the Economics Division, Office of Chief Accountant, and James B. Sheridan, assistant chief.

The final report also shows that 97 of the nation's 108 pre-freeze vhf stations (including network o&o outlets) reported profitable operations during 1953. Of the 97 in the black, 13 reported profits (before federal income tax) in excess of $1.5 million while 13 others reported profits of between $1 million and $1.5 million (Table 17, page 36).

Of the 11 pre-freeze vhf stations reporting losses from 1953 operations, eight were located in the two seven-station markets—New York and Los Angeles (Table 16, page 36). Six losing stations reported total revenues in 1953 in excess of $2 million and of these six, three were in the group of 25 stations reporting total revenues in excess of $3 million in 1953 (Table 15, page 36).

Substantial increases in 1953 total revenues were reported by most of the 40 pre-freeze stations which were the only tv outlet in their market in 1952. Of the 40, 19 continued during all of 1953 as the only operating station in their market and the median increase in 1953 revenue for them was 33.5%.

In 12 other of these 40 communities, the only new stations commencing operation during 1953 were uhf outlets and the median increase in 1953 revenue for the pre-freeze stations in such markets was 35%.

In 9 of the 40 communities, new vhf stations began operation during 1953. The median increase in 1953 revenue for the pre-freeze stations was 26% (Table 5, page 35).

FCC pointed out that of the 11 two-station communities in 1952, only one had an additional vhf station commencing operation in 1953 and three others had an additional uhf station in 1953. None of the 12 communities with three, four or seven stations in 1952 had additions.

In markets under 250,000 population, FCC said, the average pre-freeze station obtained total revenues of $1,106,000 and income of $466,000. In markets between 500,000 and 1 million population, the average pre-freeze station had total revenue of $1,710,000 and income of $681,000. In markets of 2 million population and over, the average pre-freeze station had total revenue of $3,961,000 and income of $1,098,000 (Table 12, page 36).

Original investment in tangible broadcast

**TABLE 1**

BROADCAST REVENUES, EXPENSES, AND INCOME OF 4 TELEVISION NETWORKS AND 334 TV STATIONS
1952-1953
($ Millions)

| | 1953 | 1952[1] |
|---|---|---|
| **Broadcast Revenues** | | |
| 4 Networks (including 16 owned and operated stations) | $231.7 | $180.2 |
| 92 Pre-Freeze television stations | 174.5 | 143.4 |
| Subtotal | $406.2 | $323.6 |
| Post-Freeze television stations: | | |
| 114 VHF stations | 16.1 | 0.6 |
| 112 UHF stations | 10.4 | |
| Industry total | $432.7 | $324.2 |
| **Broadcast Expenses** | | |
| 4 Networks (including 16 owned and operated stations) | $213.7 | $170.3 |
| 92 Pre-Freeze television stations | 114.0 | 97.6 |
| Subtotal | $327.7 | $267.9 |
| Post-Freeze television stations: | | |
| 114 VHF stations | 20.3 | 0.8 |
| 112 UHF stations | 16.7 | |
| Industry total | $364.7 | $268.7 |
| **Broadcast Income (Before Federal Income Tax)** | | |
| 4 Networks (including 16 owned and operated stations) | $ 18.0 | $ 9.9 |
| 92 Pre-Freeze television stations | 60.5 | 45.8 |
| Subtotal | $ 78.5 | $ 55.7 |
| Post-Freeze television stations: | | |
| 114 VHF stations | (4.2) | (0.2) |
| 112 UHF stations | (6.3) | |
| Industry total | $ 68.0 | $ 55.5 |

( ) Denotes loss.

[1] 1952 data covers 4 networks and 15 owned and operated stations; 93 pre-freeze and 14 post-freeze tv stations.

**TABLE 2**

INDIVIDUAL TV MARKET DATA
1953

| Tv Markets | No. of Tv Stations in Operation | No. of Tv Stations Reporting $25,000 or More Time Sales[1] | Sale of Station Time To: ($ Thousands) Networks | National Spot Advertisers[2] | Local Advertisers[2] | Total Tv Stations Reporting | ($ Thousands) Total Revenues[3] | Total Expenses | Income (Before Federal Income Tax) |
|---|---|---|---|---|---|---|---|---|---|
| New York, N. Y. | 7 | 7 | $ 6,458 | $ 20,934 | $ 6,570 | 7 | $ 33,819 | $ 24,680 | $ 9,139 |
| Los Angeles, Calif. | 7 | 7 | 2,458 | 8,380 | 9,407 | 7 | 20,731 | 21,490 | (759) |
| Chicago, Ill. | 4 | 4 | 3,368 | 9,022 | 5,624 | 4 | 20,449 | 14,872 | 5,577 |
| Philadelphia, Pa. | 3 | 3 | 2,834 | 5,447 | 3,708 | 3 | 12,288 | 8,053 | 4,235 |
| Detroit, Mich. | 3 | 3 | 2,063 | 4,691 | 4,730 | 3 | 11,041 | 6,215 | 4,826 |
| San Francisco, Calif. | 3 | 3 | 1,379 | 2,996 | 3,840 | 3 | 7,846 | 4,737 | 3,109 |
| Cleveland, Ohio | 3 | 3 | 2,219 | 3,064 | 2,010 | 3 | 7,836 | 5,212 | 2,624 |
| Boston, Mass. | 3 | 2* | .... | .... | .... | 3 | 7,785 | 4,001 | 3,784 |
| Minneapolis-St. Paul, Minn. | 3 | 3 | 1,266 | 2,051 | 2,172 | 3 | 5,717 | 3,801 | 1,916 |
| Baltimore, Md. | 3 | 3 | 1,756 | 1,759 | 2,603 | 3 | 5,688 | 3,742 | 1,946 |
| Cincinnati, Ohio | 3 | 3 | 1,444 | 1,974 | 1,622 | 3 | 5,430 | 4,245 | 1,185 |
| Pittsburgh, Pa. | 3 | 3 | 933 | 2,415 | 1,893 | 3 | 5,130 | 2,444 | 2,686 |
| St. Louis, Mo. | 4 | 3 | 1,113 | 2,059 | 1,724 | 4 | 4,400 | 2,216 | 2,184 |
| Milwaukee, Wisc. | 3 | 3 | 865 | 2,426 | 1,178 | 3 | 4,021 | 1,744 | 2,277 |
| Columbus, Ohio | 3 | 3 | 1,033 | 1,691 | 1,187 | 3 | 3,796 | 2,878 | 918 |
| Kansas City, Mo. | 4 | 3 | 829 | 2,234 | 480 | 4 | 3,290 | 2,101 | 1,189 |
| Atlanta, Ga. | 3 | 3 | 877 | 1,313 | 1,184 | 3 | 3,195 | 2,198 | 997 |
| Dayton, Ohio | 3 | 2* | .... | .... | .... | 3 | 3,152 | 2,236 | 916 |
| Louisville, Ky. | 3 | 2* | .... | .... | .... | 3 | 2,974 | 1,914 | 1,060 |
| Washington, D. C. | 4 | 4 | 1,453 | 2,367 | 1,968 | 4 | 5,678 | 4,839 | 839 |
| Oklahoma City, Okla. | 4 | 1* | .... | .... | .... | 3 | 2,178 | 1,324 | 854 |
| Denver, Colo. | 4 | 3 | 303 | 794 | 954 | 4 | 2,035 | 1,866 | 169 |
| Norfolk-Portsmouth, Va. | 4[4] | 2* | .... | .... | .... | 4 | 1,660 | 1,072 | 588 |
| Phoenix, Ariz. | 3 | 2* | .... | .... | .... | 3 | 1,307 | 1,329 | (22) |
| Albuquerque, N. Mex. | 3 | 3 | 115 | 132 | 233 | 3 | 491 | 513 | (22) |
| Columbia, S. C. | 3 | 3 | 12 | 80 | 122 | 3 | 225 | 284 | (59) |
| Total 26 Tv Markets | 93 | 81 | $ 38,001 | $ 84,167 | $ 59,562 | 92 | $182,162 | $130,006 | $ 52,156 |
| 195 Other Tv Mkts. | 255 | 179 | $ 21,912 | $ 40,151 | $ 28,912 | 242 | $ 89,175 | $ 70,455 | $ 18,720 |
| Total 221 Tv Mkts. | 348 | 260 | $ 59,913 | $124,318 | $ 88,474 | 334 | $271,337 | $200,461 | $ 70,876 |

[1] Stations with less than $25,000 time sales report only total revenues and total expenses.
[2] Before commissions to agencies, representatives and others.
[3] Total revenues consist of time sales less commissions plus talent and program material sales.
[4] Includes Hampton, Virginia.
* Data for these stations included in first total line for 26 Tv Markets.

7th

# Anniversary

# WMAR-TV

## Channel-2

## BALTIMORE

Inaugurating the eighth year of service to the vast Baltimore area, WMAR-TV, the *Sunpapers'* television station, acknowledges with gratitude the cooperation of those who have made possible our public services, the patronage of sponsors, and the loyalty of viewers—all factors which have made WMAR-TV, like the parent *Sunpapers,* a modern tradition in the Free State of Maryland.

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc., New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

"Not another statistic!"

*"Sure. Gotta show Bill I do something to earn my keep."*

"They pay you for this?"

*"Well, sometimes they let me eat the cake left over from cooking demonstrations. I also get to show girls around the studios when Doug is at lunch. Once I was a crowd noise. Then there are trips to the airport to get the films."*

"What films?"

*"You know—from the agencies. Like when the fellows at Katz send us an order and it says 'Film under separate cover.' That means I get to go to the airport."*

"Look, I got a guy from *Broadcasting* waiting to see me. Say your statistic and go be another crowd noise."

*"Okay. WMT-TV, which is CBS for Eastern Iowa, has a 0.1 mv service area containing 138,891 tv families."*

"Good Lord, what's that? Look how many more there are in New York City alone!"

*"Yeah. But these* watch *WMT-TV. And the price of a minute spot is $80.*

property of all networks and tv stations totaled $233.1 million. Of this amount, $71.6 million was by networks and their 16 o&o stations; $87.4 million by 91 pre-freeze stations; $40.9 million by 109 post-freeze vhf stations, and $33.2 million by 109 post-freeze uhf stations (Table 18, page 36).

A total of 104 stations, including 21 post-freeze vhf and 8 post-freeze uhf stations, reported an investment in tangible broadcast property of $500,000 and over; 47 stations, including 21 post-freeze vhf and 24 uhf stations, reported investment in tangible broadcast property of less than $200,000 (Table 14, page 36).

## TABLE 3

BROADCAST EXPENSES OF 4 TV NETWORKS AND 260 TV STATIONS WITH $25,000 OR MORE TIME SALES [1]

1953

| Type of Expense (1) | Networks and Their Owned and Operated Stations (2) | Other Stations (3) | Total (4) |
|---|---|---|---|
| Number of networks | 4 | .... | 4 |
| Number of stations | 16 | 244 | 260 |
| | ($ Thousands) | | |
| Technical expenses | $ 37,368 | $ 30,416 | $ 67,784 |
| Program expenses | 137,448 | 61,746 | 199,194 |
| Selling expenses | 13,439 | 14,125 | 27,564 |
| General and Administrative expenses | 25,406 | 40,566 | 65,972 |
| Total broadcast expenses | $213,661 | $146,853 | $360,514 |

[1] Stations with less than $25,000 in time sales are not required to report line by line expense items.

## TABLE 5

PERCENT INCREASE IN TOTAL REVENUES, 1952-1953, FOR PRE-FREEZE STATIONS LOCATED IN ONE-STATION COMMUNITIES IN 1952

| Percent Increase in Pre-Freeze Station Revenues, 1952-53 | Pre-Freeze Stations Located in One-Station Communities in 1952: No Additional Stations in 1953 | Additional UHF Stations Only in 1953 | Additional VHF Stations in 1953* | Total |
|---|---|---|---|---|
| Under 10 | 1 | .. | 2 | 3 |
| 11-20 | 3 | 2 | 2 | 7 |
| 21-30 | 4 | 2 | 1 | 7 |
| 31-40 | 6 | 5 | 1 | 12 |
| 41-50 | 3 | 2 | 2 | 7 |
| Over 50 | 2 | 1 | 1 | 4 |
| Total Pre-Freeze Sta. | 19 | 12 | 9 | 40 |
| Median percent increase | 33.5 | 35.0 | 26.0 | 33.5 |

* Some of these communities also had additional UHF stations.

Note: Of the 11 two-station communities in 1952 only one had an additional VHF station operating in 1953. Three others had an additional UHF station operating in 1953. None of the twelve communities with three, four or seven stations in 1952 had additional stations operating in 1953.

## TABLE 6

CHANGES IN INCOME BETWEEN 1952 AND 1953 OF 108 PRE-FREEZE TV STATIONS IN OPERATION FOR FULL YEAR DURING 1952 AND 1953

| Stations Reporting | Number of Stations |
|---|---|
| Increased loss in 1953 | 4 |
| Decreased income in 1953 | 18 |
| Income in 1952 and loss in 1953 | 1 |
| Decreased loss in 1953 | 6 |
| Loss in 1952 and income in 1953 | 4 |
| Increased income in 1953 | 75 |
| Total | 108 |

## TABLE 7

COMPARATIVE DATA FOR AM AND TV OPERATIONS OF NETWORKS INCLUDING OWNED AND OPERATED STATIONS

1952-1953

($ Millions)

| | 1953 Broadcast Revenues | 1952 Broadcast Revenues |
|---|---|---|
| AM | $ 92.6 | $ 95.8 |
| TV | 231.7 | 180.2 |
| Total | $324.3 | $276.0 |
| | **Broadcast Expenses** | |
| AM | $ 83.2 | $ 85.6 |
| TV | 213.7 | 170.3 |
| Total | $296.9 | $255.9 |
| | **Broadcast Income (Before Federal Income Tax)** | |
| AM | $ 9.4 | $ 10.2 |
| TV | 18.0 | 9.9 |
| Total | $ 27.4 | $ 20.1 |

Note 1: Am data include the operations of 16 network-owned stations in 1953 and 18 stations in 1952.

Note 2: Tv data include the operations of 15 stations in 1952 and 16 stations in 1953.

## TABLE 8

AVERAGE PER STATION BROADCAST EXPENSES OF 92 PRE-FREEZE TELEVISION STATIONS[1]

1953

| Type of Expense | Average Per Station |
|---|---|
| Technical Expenses | $ 253,595 |
| Program Expenses | 542,085 |
| Selling Expenses | 108,616 |
| General and Administrative Expenses | 334,552 |
| Total Broadcast Expenses | $1,238,848 |

[1] Excludes 16 stations owned and operated by networks.

## TABLE 4

BROADCAST FINANCIAL DATA OF 4 TV NETWORKS AND 260 TV STATIONS WITH $25,000 OR MORE TIME SALES [1]

1953

($ Thousands)

| Item (1) | 4 Networks and Their 16 Owned and Operated Tv Stations (2) | 244 Other Tv Stations (3) | Total 4 Networks and 260 Tv Sations (4) |
|---|---|---|---|
| A. Revenues from the sale of time: | | | |
| 1. Network time sales: | | | |
| a. Nation-wide networks | $126,541 | $ 45,270 | $171,811 |
| b. Miscellaneous networks and stations | ..... | 89 | 89 |
| Revenue from network time sales | 126,541 | 45,359 | 171,900 |
| 2. Non-network time sales to: | | | |
| a. National and regional advertisers and sponsors | 36,870 | 87,448 | 124,318 |
| b. Local advertisers and sponsors | 19,576 | 68,898 | 88,474 |
| Total revenues from non-network time sales | 56,446 | 156,346 | 212,792 |
| Total revenues from time sales | 182,987 | 201,705 | 384,692 |
| 3. Deduct—Commissions to regularly established agencies, representatives, brokers and others | 34,999[2] | 27,462 | 62,461 |
| Net revenues from time sales | 147,988 | 174,243 | 322,231 |
| B. Revenues from incidental broadcast activities: | | | |
| Talent | 60,888 | 9,681 | 70,569 |
| Sundry broadcast revenues | 22,792 | 16,185 | 38,977 |
| Total revenues from incidental broadcast activities | 83,680 | 25,866 | 109,546 |
| Total broadcast revenues | 231,668 | 200,109 | 431,177 |
| C. Total broadcast expenses of networks and stations | 213,661 | 146,853 | 360,514 |
| D. Broadcast income before Federal income tax | $ 18,007 | $ 53,256 | $ 71,263 |

[1] Stations with less than $25,000 in time sales are not required to report line by line revenue items.

[2] Of this amount $26,211,189 is applicable to the total sale of network time.

## TABLE 9

PRINCIPAL EXPENSE ITEMS OF 92 PRE-FREEZE TV STATIONS[1] CLASSIFIED BY VOLUME OF REVENUES

1953

| Broadcast Revenues | No. of Stations | Average Per Station: Total Expenses | Salaries and Wages | Film | Talent | Depreciation | All Other |
|---|---|---|---|---|---|---|---|
| Less than $500,000 | 2 | $ 397,333 | $186,473 | $ 41,419 | $ 7,792 | $ 3,522 | $158,127 |
| 500,000 - 750,000 | 6 | 530,843 | 234,424 | 44,794 | 6,600 | 53,867 | 191,158 |
| 750,000 - 1,000,000 | 8 | 728,390 | 294,861 | 83,023 | 35,222 | 76,061 | 239,223 |
| 1,000,000 - 1,250,000 | 11 | 757,653 | 298,485 | 71,711 | 31,944 | 67,236 | 288,277 |
| 1,250,000 - 1,500,000 | 14 | 840,000 | 327,338 | 70,500 | 40,654 | 87,030 | 314,478 |
| 1,500,000 - 2,000,000 | 16 | 1,174,691 | 473,250 | 93,143 | 97,425 | 106,240 | 404,633 |
| 2,000,000 - 2,500,000 | 15 | 1,430,317 | 578,445 | 131,726 | 107,372 | 122,291 | 490,483 |
| 2,500,000 - 3,000,000 | 6 | 1,806,830 | 708,592 | 194,041 | 160,145 | 131,205 | 612,847 |
| 3,000,000 and over | 14 | 2,355,973 | 905,696 | 340,328 | 260,143 | 132,989 | 716,817 |
| Total | 92 | $1,238,848 | $491,135 | $132,463 | $98,150 | $98,696 | $418,420 |

[1] Excludes 16 stations owned and operated by networks.

## TABLE 10

PRE-FREEZE TV STATIONS CLASSIFIED BY VOLUME OF REVENUES SHOWING PERCENT OF TOTAL STATION TIME SALES DERIVED FROM NETWORK, NATIONAL SPOT ADVERTISERS AND LOCAL ADVERTISERS

1953

| Broadcast Revenues (1) | Total Stations (2) | Total Station Time Sales (3) | Percent Derived From: Networks (4) | National Spot Advertisers (5) | Local Advertisers (6) |
|---|---|---|---|---|---|
| Less than $500,000 | 2 | 100.0 | 29.7 | 27.9 | 42.4 |
| 500,000 - 750,000 | 6 | 100.0 | 35.4 | 39.0 | 25.6 |
| 750,000 - 1,000,000 | 8 | 100.0 | 26.0 | 41.7 | 32.3 |
| 1,000,000 - 1,250,000 | 12 | 100.0 | 26.8 | 41.4 | 31.8 |
| 1,250,000 - 1,500,000 | 14 | 100.0 | 30.0 | 39.9 | 30.1 |
| 1,500,000 - 2,000,000 | 17 | 100.0 | 25.6 | 44.1 | 30.3 |
| 2,000,000 - 2,500,000 | 16 | 100.0 | 21.6 | 44.1 | 34.3 |
| 2,500,000 - 3,000,000 | 8 | 100.0 | 19.2 | 49.7 | 31.1 |
| 3,000,000 and over | 25 | 100.0 | 20.7 | 49.4 | 29.9 |
| Total | 108 | 100.0 | 22.8 | 46.3 | 30.9 |

*(Tables continued on page 36)*

## TABLE 11

AVERAGE PER STATION BROADCAST REVENUES OF 92 [1] PRE-FREEZE TELEVISION STATIONS

1953

| Type of Revenue | Average Per Station |
|---|---|
| A. Revenues from the sale of time: | |
| 1. Network time sales to: | |
| a. Nation-wide networks | $ 448,355 |
| b. Miscellaneous networks and stations | 775 |
| Revenues from network time sales | $ 449,130 |
| 2. Non-network time sales to: | |
| a. National and regional advertisers and sponsors | 847,859 |
| b. Local advertisers and sponsors | 619,576 |
| Total revenues from non-network time sales | 1,467,435 |
| Total revenues from time sales | 1,916,565 |
| 3. Deduct—Commissions to regularly established agencies, representatives, brokers and others | 268,054 |
| Net revenues from time sales | 1,648,511 |
| B. Revenues from incidental broadcast activities: | |
| Talent | 97,989 |
| Sundry broadcast revenues | 149,957 |
| Total revenues from incidental broadcast activities | 247,946 |
| C. Total broadcast revenues | 1,896,457 |
| D. Total broadcast expenses | 1,238,848 |
| E. Broadcast income before Federal income tax | $ 657,609 |

[1] Excludes 16 stations owned and operated by networks.

## TABLE 12

NUMBER OF PRE-FREEZE TV STATIONS CLASSIFIED BY SIZE OF METROPOLITAN AREA SHOWING NUMBER REPORTING INCOME OR LOSS WITHIN EACH GROUP AND AVERAGE REVENUES, EXPENSES, AND INCOME[1] OF ALL STATIONS IN GROUP

1953

| Population of Metropolitan Area[2] | Number of Stations: Total | Reporting Income | Reporting Loss | Average Per Station: Broadcast Revenues | Broadcast Expenses | Broadcast Income[1] |
|---|---|---|---|---|---|---|
| | | | | ($ Thousands) | | |
| Under— 250,000 | 13[3] | 13 | — | $1,106 | $ 640 | $ 466 |
| 250,000— 500,000 | 25 | 25 | — | 1,422 | 892 | 530 |
| 500,000—1,000,000 | 26 | 25 | 1 | 1,710 | 1,029 | 681 |
| 1,000,000—2,000,000 | 14 | 12 | 2 | 2,258 | 1,438 | 820 |
| 2,000,000 and over | 30 | 22 | 8 | 3,961 | 2,863 | 1,098 |
| Total | 108 | 97 | 11 | $2,267 | $1,513 | $ 754 |

[1] Before Federal income tax.
[2] 1950 Census of Population.
[3] Includes two stations in communities not classified as metropolitan areas.

## TABLE 13

AVERAGE NUMBER OF EMPLOYEES OF TV STATIONS CLASSIFIED BY VOLUME OF REVENUES

1953

| Broadcast Revenues | No. of Stations | Full Time: Total | Full Time: Average | Part-Time: Total | Part-Time: Average | All Employees: Total | All Employees: Average |
|---|---|---|---|---|---|---|---|
| Less than $1,250,000 | 27 | 1,570 | 58 | 286 | 11 | 1,856 | 69 |
| More than $1,250,000 | 65 | 6,092 | 94 | 812 | 12 | 6,904 | 106 |
| All Stations | 92 | 7,662 | 83 | 1,098 | 12 | 8,760 | 95 |

ALL NETWORKS AND STATIONS

| | Full Time | Part-Time | Total |
|---|---|---|---|
| 4 networks and 16 owned and operated stations | 8,446 | 1,005 | 9,451 |
| 92 TV stations | 7,662 | 1,098 | 8,760 |
| Total | 16,108 | 2,103 | 18,211 |

## TABLE 14

NUMBER OF TV STATIONS CLASSIFIED BY ORIGINAL COST OF TANGIBLE BROADCAST PROPERTY

1953

| Original Cost of Tangible Broadcast Property | Number of Stations: Pre-Freeze (All VHF) | Post-Freeze: VHF | Post-Freeze: UHF | Total |
|---|---|---|---|---|
| Less than $200,000 | 2 | 21 | 24 | 47 |
| 200,000— 300,000 | 3 | 23 | 35 | 61 |
| 300,000— 400,000 | 5 | 23 | 27 | 55 |
| 400,000— 500,000 | 6 | 21 | 15 | 42 |
| 500,000 and over | 75 | 21 | 8 | 104 |
| Total | 91 | 109 | 109 | 309[1] |

[1] Excludes 16 stations owned and operated by networks and nine stations which reported no ownership of tangible broadcast property.

## TABLE 15

NUMBER OF PRE-FREEZE TV STATIONS WITHIN SPECIFIED BROADCAST REVENUE GROUPS SHOWING NUMBER REPORTING INCOME OR LOSS WITHIN EACH GROUP

1953

| Broadcast Revenues | Number of Stations: Total | Reporting Income | Reporting Loss |
|---|---|---|---|
| (1) | (2) | (3) | (4) |
| Less than— $500,000 | 2 | 2 | 0 |
| 500,000— 750,000 | 6 | 5 | 1 |
| 750,000— 1,000,000 | 8 | 7 | 1 |
| 1,000,000— 1,250,000 | 12 | 11 | 1 |
| 1,250,000— 1,500,000 | 14 | 13 | 1 |
| 1,500,000— 2,000,000 | 17 | 16 | 1 |
| 2,000,000— 2,500,000 | 16 | 15 | 1 |
| 2,500,000— 3,000,000 | 8 | 6 | 2 |
| 3,000,000 and over | 25 | 22 | 3 |
| Total | 108 | 97 | 11 |

## TABLE 16

PRE-FREEZE TV STATIONS CLASSIFIED BY NUMBER OF STATIONS IN COMMUNITY IN 1952 SHOWING NUMBER REPORTING INCOME OR LOSS

1953

| Number of Pre-Freeze Stations in Community in 1952: | Number of Stations: Reporting Income | Reporting Loss |
|---|---|---|
| 40 one station communities | 40 | — |
| 11 two station communities | 22 | — |
| 8 three station communities | 23 | 1 |
| 2 four station communities | 6 | 2 |
| 2 seven station communities | 6 | 8 |
| Total | 97 | 11 |

## TABLE 17

PRE-FREEZE TV STATIONS CLASSIFIED BY INCOME GROUPINGS

1952-1953

| Income (Before Federal Income Tax) of: | 1953 | 1952 |
|---|---|---|
| $1,500,000 and over | 13 | 12 |
| 1,000,000 - 1,500,000 | 13 | 5 |
| 600,000 - 1,000,000 | 26 | 18 |
| 400,000 - 600,000 | 17 | 16 |
| 200,000 - 400,000 | 16 | 27 |
| 100,000 - 200,000 | 5 | 9 |
| Less than 100,000 | 7 | 7 |
| Total Stations | 97 | 94 |
| Median Income | $654,000 | $450,000 |
| Loss of: | | |
| Less than $100,000 | 3 | 5 |
| 100,000 - 200,000 | 3 | 3 |
| 200,000 - 400,000 | 1 | 3 |
| 400,000 - 800,000 | 4 | .. |
| 800,000 and over | .. | 3 |
| Total Stations | 11 | 14 |
| Median Loss | [1] | [1] |

[1] Median loss not computed because of small number of stations involved.

## TABLE 18

INVESTMENT IN TANGIBLE BROADCAST PROPERTY BY TELEVISION NETWORKS AND STATIONS

1953

| Item | Number of Stations | Investment in Tangible Broadcast Property: Original Cost | Depreciated Cost |
|---|---|---|---|
| (1) | (2) | (3) | (4) |
| | | ($ Thousands) | |
| 4 networks and their owned and operated stations | 16 | $71,622 | $50,401 |
| Pre-Freeze stations | 91 | 87,361 | 55,960 |
| Total Pre-Freeze | 107 | $158,983 | $106,361 |
| Post-Freeze stations: | | | |
| VHF | 109 | 40,913 | 38,123 |
| UHF | 109 | 33,238 | 30,703 |
| Total Post-Freeze stations | 218 | $74,151 | $68,826 |
| Grand Total | 325[1] | $233,134 | $175,187 |

[1] Nine TV stations (1 pre-freeze and 8 post-freeze) reported no ownership of tangible broadcast property.

## ARF Series on Motivation Research Now Completed

PUBLICATION of "Motivation Research in Advertising and Marketing," a book dealing with a number of motivation research techniques and their application to advertising and marketing problems, was announced last week by Advertising Research Foundation. Author is Dr. George H. Smith, associate professor of psychology at Rutgers U. It is the last of a series of five reports on motivation research. Sale to non-subscribers of ARF will be handled by McGraw-Hill, publisher. Price, $5.

## Trendex Puts 'Lucy' First

TOP position on the Trendex ratings for tv shows the week of Oct. 1 again was taken by *I Love Lucy*, CBS-TV's weekly domestic comedy series. Ratings which follow are for evening sponsored network shows:

| Rank | Program | Per Cent |
|---|---|---|
| 1 | I Love Lucy (CBS) | 46.8 |
| 2 | Toast of the Town (CBS) | 40.9 |
| 3 | Jackie Gleason (CBS) | 38.4 |
| 4 | Dragnet (NBC) | 35.6 |
| 5 | This Is Your Life (NBC) | 34.5 |
| 6 | You Bet Your Life (NBC) | 33.3 |
| 7 | Talent Scouts (CBS) | 31.5 |
| 8 | December Bride (CBS) | 31.4 |
| 9 | Godfrey's Friends (CBS) | 31.2 |
| 10 | Jack Benny (CBS) | 30.8 |

## 85% Have Dual Rates

MOST television stations have a single card rate while 85% of the radio stations have separate card rates for local and/or regional as well as national rates, according to a survey made by James O. Luce, chief timebuyer of J. Walter Thompson, New York. Mr. Luce had queried the stations in behalf of clients whose advertising is paid for by dealers and advertising agencies where they are located. To be well informed on the subject Mr. Luce asked stations throughout the country to send their specific rates—local, regional, and national.

# SALES Get FATTER by the PLATTER

WHEN YOU'RE

## BOBBIN' with ROBIN

America's No. 3 Disc Jock Show!

You don't have to tell the Detroit-Wayne County billion dollar market who is America's No. 3 disc jockey and who rates No. 1 in this area. They know it's Bobbin' with Robin! They give him the biggest tune-in! And, the more platters he plays the more the advertising pays! The man sells like mad!

*WKMH gives this market the* best *and the* most . . . *in* News, Music *and* Sports. *That policy is paying-off for WKMH Advertisers!*

WKMH, Dearborn-Detroit ... WKMF, Flint ... WKHM, Jackson is the package buy that covers 77% of Michigan's entire buying power. Yet you save 10% when you buy all 3. Highest ratings ... because *everybody* likes News, Music and Sports!

WKHM - Jackson
SAVE 10%
WKMF - Flint
BUY MICHIGAN'S GOLDEN TRIANGLE!
WKMH Dearborn-Detroit

**WKMH**

Frederick A. Knorr, Pres.
George Millar, Mg. Director

●

*Represented by*
HEADLEY - REED

# EXT

# RAS!

The best news of the day is delivered *every* day by CBS Newsfilm ...the headline events of 24 hours distilled into a comprehensive, dramatic 12 minute package... custom-shipped to arrive on time anywhere... adaptable to a variety of programs.

But there's more to shout about...CBS Newsfilm also provides valuable extras—like a weekly quiz show, a weekend news review, and special reports by noted CBS correspondents—which go out every week to all subscribers *at no extra cost.* In the next few months many new features, exciting additions to Newsfilm's present extras, will become available.

Newsfilm's special features add new dimensions to local news programming. No surprise then, that Newsfilm was chosen by hundreds of industry leaders (in Billboard's Annual Poll) as 1954's best syndicated news film service.

And business is booming. Newsfilm goes into the Fall season with subscribing stations up by over 100% in the past 8 weeks!

Newsfilm's comprehensive service is available at reasonable cost to *all* television stations. For a screening call

**CBS TELEVISION FILM SALES**

*offices in New York, Chicago, Los Angeles, San Francisco, Dallas, St. Louis, Detroit, Atlanta, Boston and Memphis. Distributor in Canada: S.W. Caldwell Ltd.*

# Dept. Stores Hail Radio Selling Power

**Survey finds that radio is being used successfully to shore up selling pitches that lag despite earlier advertising in other media. Radio shows less 'wastage.'**

DEPARTMENT stores are finding considerably less "wastage" in radio advertising than in newspaper schedules, according to the latest "radio studies" conducted by Department Store Studies of Pottsville, Ind.

The report for September was based on New York fashion and buyer conclaves held the latter part of that month and in the beginning of October in preparation for the Christmas season when stores chalk up as much as 40% of their annual sales.

"Wastage" in department store language means the amount of advertising which does not lead to sales. Radio "wastage" was figured this year to be at 20% as compared to newspapers' 50-60%, according to the studies.

The studies also analyzed cost, as compared to sales results, with radio's average being 11% while newspapers' was 20-25%.

The store studies said that "it seems that department and specialty stores are more inclined to use more radio. For the first time, one of the largest department store groups sent out a radio advertisement schedule as a companion to their fall and early winter newspaper advertising plan."

Also reported was increased interest by appliance manufacturers in the use of local radio through their retail outlets. Several buying offices received such inquiries, the report said.

### 'Wastage' Reduced

Newest idea in the department store ad field —to overcome the big newspaper "wastage"— encompasses radio. The store with small profit reduced the size of its ad by 15% in the evening papers. By noon the next day, the store knows which of its advertisements is attracting customers and radio copy for the items is prepared immediately. The station then is called for spot placement and the spots broadcast while the item still is "hot," according to the report.

According to the studies, several stores now are using the plan with "excellent" results.

The department store method of using radio as an adjunct to newspaper advertising on a flexible basis also is along the lines of companion advertising emphasized by Newman F. McEvoy of Cunningham & Walsh [B•T, Oct. 18].

In citing a case history of radio campaigns on a "sample" store, the "studies" pointed up that in 30 days, a radio schedule for girls dresses selling at $4.98, sold 22 for $12 worth of time. For the same amount of time cost, and also in a 30-day period, the following were sold:

26 dresses at $5.98 each, 260 bobby socks at 59 cents per pair, 13 girdles at $10.95, 153 pairs of nylon hose at various prices but offering 20 percent dis., 76 pairs of boys gabardine slacks at $3.98, 121 pairs of boys dungarees at two for $3; 13 mens jackets at $9.99; 240 boys dungarees priced two for $3; 78 boys slacks at $2.97; 550 men's socks at 39 cents per pair; nine men's jackets at $12.99; three 100-piece china sets at $49.98 per set; 14 sets of chairs at two for $19.98; 450 boxes of Christmas cards at two boxes for $1; 110 pairs of dacron curtains at $2.99 a pair; two two-piece living room suites at $166 and 12 sets of chairs two for $19.95.

All spots were for 30 seconds and average cost per spot was $2. Size of the market was 25,000 with an estimated 70,000 in the shopping area.

Also in a general furniture sale, 24 radio spots at $2 each were used on a Friday for the last day of the sale (which was Saturday). The increase in sales over 1953 was $1,000 for the day and for the "sample" store, the dollar increase represented 33% for the day.

# 'Dragnet' Tops Nielsen Poll, 'Buick-Berle Show' Second

NBC-TV's *Dragnet* was the nation's top ranked tv program for the two weeks ending Sept. 25, according to A. C. Nielsen Co. *Dragnet* was first in both number of tv homes reached and the per cent of tv homes reached on a program station basis. *The Buick-Berle Show* was second in both categories according to the ratings. The complete listing:

NIELSEN-RATING*
NUMBER OF TV HOMES REACHED

| Rank | Program | Homes (000) |
|---|---|---|
| 1 | Dragnet (NBC) | 15,309 |
| 2 | Buick-Berle Show (NBC) | 13,452 |
| 3 | Jackie Gleason Show (CBS) | 12,349 |
| 4 | You Bet Your Life (NBC) | 11,378 |
| 5 | Colgate Comedy Hour (NBC) | 11,356 |
| 6 | Max Liebman Spectacular (Sat.) (NBC) | 11,347 |
| 7 | Ford Theatre (NBC) | 10,892 |
| 8 | Toast of the Town (CBS) | 10,800 |
| 9 | Stage Show (CBS) | 10,189 |
| 10 | Arthur Godfrey (Frigidaire) (CBS) | 10,178 |

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

| Rank | Program | Homes % |
|---|---|---|
| 1 | Dragnet (NBC) | 51.2 |
| 2 | Buick-Berle Show (NBC) | 50.1 |
| 3 | Jackie Gleason Show (CBS) | 43.3 |
| 4 | Max Liebman Spectacular (Sat.) (NBC) | 39.1 |
| 5 | Colgate Comedy Hour (NBC) | 38.6 |
| 6 | You Bet Your Life (NBC) | 37.7 |
| 7 | Ford Theatre (NBC) | 37.7 |
| 8 | Toast of the Town (CBS) | 37.1 |
| 9 | Arthur Godfrey (Pillsbury) (CBS) | 36.3 |
| 10 | Arthur Godfrey (Frigidaire) (CBS) | 35.8 |

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1954 by A. C. Nielsen Co.

# 'Toast of Town,' 'Como' Rated Tops by Pulse Tv

CBS-TV's *Toast of the Town* and *Perry Como Show* won top ranking in the once-a-week and multi-weekly show categories, respectively, for September, according to data released last week by the Pulse. Complete listings follow:

TOP 20 ONCE-A-WEEK SHOWS

| | Rating Sept. | Aug. |
|---|---|---|
| Toast of the Town (CBS) | 31.7 | 28.1 |
| Dragnet (NBC) | 31.6 | 35.0 |
| Godfrey's Talent Scouts (CBS) | 28.1 | 26.2 |
| Best of Groucho (NBC) | 26.8 | 26.5 |
| Ford Theatre (NBC) | 26.4 | 25.1 |
| What's My Line? (CBS) | 25.9 | 23.9 |
| Public Defender (CBS) | 25.2 | 26.0 |
| Burns and Allen (CBS) | 24.5 | 23.5 |
| Our Miss Brooks (CBS) | 24.3 | 21.9 |
| Mama (CBS) | 24.2 | |
| Masquerade Party (CBS) | 23.4 | 21.9 |
| This Is Your Life (NBC) | 23.4 | 23.1 |
| Studio One Summer Theatre (CBS) | 23.2 | 23.2 |
| Robert Montgomery (NBC) | 22.8 | 22.1 |
| Justice (NBC) | 22.6 | |
| Tv Playhouse (NBC) | 22.5 | |
| Lux Video Theatre (NBC) | 21.9 | |
| Fireside Theatre (NBC) | 21.7 | |
| I've Got a Secret (CBS) | 21.4 | |
| Satins 'n' Spurs (NBC) | 21.1 | |

TOP 10 MULTI-WEEKLY SHOWS

| | Rating Sept. | Aug. |
|---|---|---|
| Perry Como (CBS) | 12.6 | |
| Howdy Doody (NBC) | 12.3 | 13.5 |
| Arthur Godfrey (CBS) | 12.0 | 12.0 |
| Search for Tomorrow (CBS) | 11.0 | 11.3 |
| Guiding Light (CBS) | 10.8 | 11.2 |
| Love of Life (CBS) | 10.7 | 11.0 |
| Camel News (NBC | 10.6 | 11.8 |
| Eddie Fisher (NBC) | 10.2 | |
| Big Payoff (CBS) | 9.9 | 9.7 |
| Vaughn Monroe (NBC) | 9.4 | |



# RTNDA Award Judging To Be Held Oct. 29-30

STATION ENTRIES for the 1954 awards contest co-sponsored annually by the Radio-Television News Directors Assn. and Medill School of Journalism at Northwestern U. will be judged in Evanston, Ill., Oct. 29-30, it was announced last week.

Gold trophies will be awarded for outstanding radio and tv news operations to stations at the RTNDA convention at the Sherman Hotel in Chicago Nov. 19. Large and small stations will be judged on an equal basis, taking into account the facilities available to contesting stations in the U. S. and British Commonwealth.

Serving news directors as judges are Robert Rowley, WXEL-TV Cleveland; William Small, WLS Chicago; Tom Eaton, WTIC Hartford, Conn., and Russ Van Dyke, KRNT Des Moines. Another judge is Erle Smith, international public relations director, Order of DeMolay, Kansas City, Mo.

# 'Dragnet' Editors Win First 'Critics Award'

FIRST annual "Critics Award" of American Cinema Editors [B•T, Oct. 18] was presented to Robert M. Leeds and Lynn Harrison, Mark VII Productions, Burbank, Calif., for film editing of the NBC-TV *Dragnet* series, in a Beverly Hills ceremony last week.

A vote among tv critics of trade and general press determined the winner from five nominees by A.C.E. membership. Also nominated were NBC-TV's *Ford Theatre* and *My Little Margie*, and CBS-TV's *Four Star Playhouse* and *Schlitz Playhouse of Stars*.

# Stanton Accepts ACS Award For Medical Colorcasts

DR. FRANK STANTON, CBS president, accepted Thursday the American Cancer Society's distinguished service award for 1954, presented to CBS for its cooperation in presenting a series of 30, hour-long color-tv programs via closed circuit to 30,000 doctors in seven cities.

Presentation was made by Wisconsin Gov. Walter J. Kohler, chairman of the ACS board of directors, at a dinner held at the Hotel Roosevelt in New York. Earlier in the week, Dr. Stanton was elected a director-at-large of the cancer society's board.

Gov. Kohler noted that CBS' contribution of facilities to transmit the programs was made without charge. The CBS engineering crew and production staff, who were loaned to ACS, the governor said, brought "showmanship and television know-how to education content." Text of the award to CBS reads: "For its pioneering contribution to medical postgraduate education in co-sponsoring a series of Telecolor Clinics for physicians, which made history." ACS also thanked CBS engineers and technicians who worked on the project.

### AWARD SHORTS

**Dotty Mack,** WCPO-TV Cincinnati, presented plaque from Cincinnati candy dealers naming her "Sweetest Lady" of Greater Cincinnati.

**Arlene Francis,** hostess, ABC-TV's *Soldier Parade*, was given citation on Oct. 20 telecast making her honorary Women's Army Corps recruiting sergeant in recognition of her work on behalf of WAC recruiting drive.

**KOB-TV** Albuquerque presented United Cerebral Palsy Distinguished Service Award for telethon and public service campaign on behalf of UCP.

## The "Miracle" at WBZ-TV—back on the air less than 9 hours after Hurricane Carol toppled our tower . . . at full power in less than 28 days

| DATE | TIME | |
|---|---|---|
| TUESDAY, AUGUST 31 | 12:13 p. m. | . . . . Hurricane Carol crashes 659 foot tower of WBZ-TV athwart studio building and Soldiers Field Road. (Four additional TV towers and six radio towers in New England also damaged or destroyed.) |
| | 12:30 p. m. | . . . . Harvard University announces its Blue Hills Observatory, 10 miles from WBZ-TV, has recorded the blast of wind that destroyed tower at 125 miles per hour. |
| | 12:35 p. m. | . . . . Robert Thompson, Maintenance Supervisor for Boston Westinghouse Stations, starts rehabilitation operation. |
| | 1:15 p. m. | . . . . 100 men, operating three heavy cranes and eight steel cutters, begin to remove debris. |
| | 3:00 p. m. | . . . . Tower removed from Soldiers Field Road by snowplows. |
| | 3:30 p. m. | . . . . Debris removed from diesel engine and generator to permit station to operate on emergency power. |
| | 6:00 p. m. | . . . . First of engineers from other Westinghouse stations and plants of Westinghouse Electric Company arrive. |
| | 9:05 p. m. | . . . . Repairs completed on transmitter line to 216 foot auxiliary tower. |
| | 9:10 p. m. | ➡ *8 hours and 57 minutes after Carol's mightiest blow, WBZ-TV returns to air and presents news programs of Carol's damage throughout New England, in addition to normal schedule of programs.* |
| WEDNESDAY, SEPTEMBER 1 | 7:00 a. m. | . . . . Last remnant of tower removed from studio building. |
| | 10:30 a. m. | . . . . Negotiations initiated for use of an FM tower at Medford, Mass., three miles northwest of Boston. Authorization granted following day. |
| THURSDAY, SEPTEMBER 2 | 4:30 p. m. | . . . . New 46-foot antenna ordered. Manufacturer works around-the-clock shifts and breaks all records to deliver in 15 days an antenna which ordinarily would take 45 normal working days to build. |
| | 4:35 p. m. | . . . . Westinghouse engineers end nationwide search for new transmitter. Purchase one already "on test" on the floor of a manufacturer's plant. |
| WEDNESDAY, SEPTEMBER 8 | 6:00 a. m. | . . . . Hurricane Edna reported 125 miles west of Bahamas. Starts northward trek up east coast of United States. |
| FRIDAY, SEPTEMBER 10 | 9:00 a. m. | . . . . New transmitter arrives at WBZ-TV. Edna rages toward Boston. WBZ-TV alerted, schedules 24-hour weather advisories and hurricane warnings. |
| | 11:30 p. m. | . . . . Supports installed for standby tower and antenna to help withstand oncoming hurricane. |
| SATURDAY, SEPTEMBER 11 | 9:17 a. m. | . . . . Edna's arrival imminent. First of seven network feeds to National Broadcasting Company made by WBZ-TV newsmen, Jack Chase and Arch MacDonald. |
| | 3:30 p. m. | . . . . Edna strikes with winds up to 101 miles per hour. WBZ-TV maintenance men work feverishly with tar and sawdust to prevent heavy rains from leaking through temporary roofing on studio, thereby saving electrical equipment. |
| FRIDAY, SEPTEMBER 17 | 7:00 a. m. | . . . . Preparations to erect new antenna on FM tower begin. |
| WEDNESDAY, SEPTEMBER 22 | 4:00 p. m. | . . . . Task of raising antenna about to begin. Weather Bureau warns, "winds up to 45 miles approaching. A brief period of comparative calm may be expected tomorrow morning." Work delayed. |
| THURSDAY, SEPTEMBER 23 | 5:30 a. m. | . . . . Antenna erected during weather lull. New tower and antenna extends 577 feet above sea level. |
| TUESDAY, SEPTEMBER 28 | 11:07 a. m. | ➡ **WBZ-TV transmits with full power 27 days, 22 hours and 54 minutes after Hurricane Carol's devastating blow.** |

We couldn't have done it, of course, without great help from many people—others in the radio and television industry . . . our suppliers . . . local officials . . . our parent company. Our own people often worked to the limits of exhaustion. We thank them all.

And we think that somewhere in this record comeback there's a tribute to the foresight and engineering resourcefulness of Westinghouse, WBZ-TV and WBC.

**WESTINGHOUSE BROADCASTING COMPANY, INC.**

WBZ-TV • WBZA, *Boston*; KYW • WPTZ, *Philadelphia*; KDKA, *Pittsburgh*; WOWO, *Fort Wayne*; KEX, *Portland*; KPIX, *San Francisco*

KPIX represented by: The Katz Agency, Inc.

WBC National Representatives, Free & Peters, Inc.

WBC

X-7494

# VITAPIX AND GUILD FILMS ESTABLISH JOINT PRODUCTION-DISTRIBUTION PLAN

**Both firms also announce expansion plans: Vitapix to enlarge its list of member stations; Guild to increase production and distribution operations and enlarge New York staff.**

VITAPIX Corp. and Guild Films Co. announced Friday they have agreed on a co-operative plan to produce and distribute tv film programs.

Guild will perform all film production, sales and distribution, traffic and service functions of the two companies. Vitapix will handle station relations, time and program research for national spot selling, and time clearance for national spot programs.

Formed in October 1951 by tv stations as a cooperative means of selecting film programs, Vitapix will expand in the near future from two-score station members to about 60 stations.

John E. Fetzer, head of the Fetzer Stations and Vitapix board chairman, said the Guild arrangement "will furnish the logistics for putting into effect all of the original purposes for which Vitapix was organized." Vitapix will be represented on the Guild board and Reub Kaufman, Guild president, becomes a member of the Vitapix board with Vitapix stations members having a voice in the planning of programs produced by Guild.

Guild a few days before had announced plans to expand production and distribution operations. It now will start further expansion of facilities and increase its New York headquarters staff to over five times the present size. Move to enlarge space is scheduled in early December. Guild plans to triple Hollywood production facilities by the first of the year and within six months is to start construction of its own production studio. New York production facilities are to get under way by mid-November.

### Shows Being Made

Currently in production at Guild are these half-hour shows—*Liberace, Life With Elizabeth, Florian ZaBach, Frankie Laine* and *Joe Palooka.* Five new half-hour weekly series for night telecast and four quarter-hour daily series are to go into production by the first of the year.

New Guild productions include—*Confidential File,* weekly half-hour documentary, now live in Los Angeles; *The Goldbergs,* weekly half-hour, New York; *Dr. Norman Vincent Peale,* inspirational weekly quarter-hour daytime series, New York; *Connie Haines Show,* now in production at Hollywood, thrice-weekly quarter-hour; *Bride & Groom,* five-weekly quarter-hour, New York; *It's Fun to Reduce,* five-weekly quarter-hour, now live in Pittsburgh.

The Guild shows will bring the company into daytime programming for the first time and Guild expects "to be one of the world's largest producers of tv programs." About $12 million will be spent on production in the first full production year, it was stated.

Transcribed radio versions of programs suited to the aural medium will be made available by Guild and Vitapix. *Liberace* already has entered the radio field. Guild assumes distribution and servicing of all present Vitapix film properties including Princess Pictures, Johnny Mack Brown features and Vitapix sports films. Vitapix stations have first refusal on all Guild programs in areas where Guild contracts do not prevent such rights.

The cooperative plan was initiated by Dittmar & Co., San Antonio and Dallas investment house. Negotiations have been under way several weeks, with the Vitapix board approving the plan several days ago. Vitapix stockholders meet in Washington next Saturday to act on the plan.

Vitapix board members, besides Chairman Fetzer, are J. Leonard Reinsch, Cox Stations; Richard A. Borel, WBNS-TV Columbus; Joseph E. Baudino, Westinghouse Broadcasting Co.; Kenyon Brown, KWFT-TV Wichita Falls; Robert D. Swezey, WDSU-TV New Orleans; Stanley E. Hubbard, KSTP-TV St. Paul; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C.; C. Howard Lane, KOIN-TV Portland, Ore.; Frank E. Mullen, Vitapix president.

Guild was formed two years ago. Its programs are telecast in virtually all U. S. and Canadian tv markets, according to Guild, as well as many territories and foreign countries. It recently became a publicly-owned stock company.

## From Beer to Steer

A MEAT PACKER has moved in on television where a beer firm feared to tread. That was the gist of the recent sale of the *Meet Corliss Archer* tv series to Oscar Mayer & Co. for sponsorship on WGN-TV Chicago. The series originally was slated to start Oct. 9 on another local station with Peter Hand Brewing Co. (Meister Brau) as sponsor, but was dropped by its agency, BBDO, after criticism by a Chicago radio-tv columnist, Ethel Daccardo of the *Chicago Daily News.* She questioned the propriety of a beer company sponsoring a program involving teenagers, though agency personnel pointed out the show is designed as a family situation comedy. Miss Daccardo criticised the tieup weeks before it originally was slated to go on the air. Wherry, Baker & Tilden bought the Ziv package for Oscar Mayer on three Midwest stations, with a new starting date of Oct. 26.

# 'GANGBUSTERS' FOR THEATRE SHOWING MAY GROSS OVER $1 MILLION FOR GT

**Turnabout venture, whereby General Teleradio offers a full-length movie of radio-tv property, expected to be released next month.**

GENERAL TELERADIO, which next month is releasing a full-length movie film, "Gangbusters," for showing in motion picture houses, expects to gross a minimum of $1 million if successful in the venture, it was learned last week.

GT's announcement of its new and unique activity was somewhat a shocker to the film industry. Ventures by Hollywood interests into tv film is now are common but GT's entry into motion picture releases for theatres marks a new development and a new field for the company which controls Mutual and owns the Don Lee and Yankee Networks and WOR-AM-TV New York.

GT has been selling a feature film group to stations, for which it already has grossed an estimated $1.5 million [B•T, Sept. 6]. This offering was an outgrowth of a GT and Bank of America agreement that made General Teleradio the licensing agent in the U. S. and Canada for the 30-film feature group. GT's other properties include a 39-episode, 15-minute documentary series, *Great Dramas.*

The "Gangbusters" rights were realized through the acquisition of the Phillips H. Lord properties, a transaction which marked one of the major steps by GT in the tv film field.

The GT timetable, should "Gangbusters" go over, would be to release two features a year, it was understood.

GT, B•T learned, hopes to duplicate a financial success with its "Gangbusters," named after the radio show, which Warner Bros. gained to the tune of $3 million with its movie release of "Dragnet," named after the radio-tv show.

The full-length "Gangbusters," written by Phillips H. Lord, stars Myron Healey, Don Harvey and Joyce Jameson. It portrays a "specific and factual story of FBI's public enemy No. 4," according to GT.

The picture is being presented by Visual Drama Inc. of Hollywood in association with Terry Turner of General Teleradio. Mr. Turner is described as head of the Theatre Motion Picture Division of GT. The movie was directed by Bill Karn and produced by William J. Faris and William B. Clothier.

GT said Mr. Turner and Don Thompson, identified as having been associated with "a great number of television and radio programs for pictures," plan a "mass saturation schedule of radio and television to introduce this picture."

Mr. Turner told B•T that the present plan for New England alone is to spend about $40-50,000 on tv, radio and newspapers with some $17,000 being spent in television and about $8,000 in radio. The Yankee Network, owned by GT, will be among the broadcast outlets used.

New England was chosen as the region to launch the movie—with upstate New York coming next—apparently because of the promotion value of the current news headlines created by the prison escape in Boston of "Trigger" Burke. As in the radio program, the picture presents a "clue" at its conclusion. The movie's "if you see this man" is Burke.

According to Mr. Turner, GT hopes to sign up more than 300 houses in New England. Target date for release is in late November. Some movie theatres have been signing "sight unseen" on the strength of the title, he said. Tv trailers of the picture will be shown to less anxious exhibitors.

There is nothing to prevent tv release of the picture. But GT's current plan is to follow trade practice and not release the movie for tv until it has been through all movie houses possible—both first-time showing and re-runs which cannot be done in less than two or more years. Mr. Turner estimates there are 15,000 movie houses in the U. S. and Canada.

If successful with "Gangbusters," GT hopes

KWK-TV
channel 4
CBS
ST. LOUIS, MISSOURI
100,000 WATTS • OVER 650,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.
CBS
TELEVISION
NETWORK

# "It Happened

**THAT'S THE NAME of a movie a lot of people thought was pretty good. It was made by Columbia Pictures. They made a few other "pretty good" pictures, too. Oscar-winning ones like *"From Here to Eternity."* Or *"The Caine Mutiny"* and *"On the Waterfront."***

**Now, "it" really happened one night a few years ago. On many occasions before, the management of Columbia Pictures Corporation had discussed Television, a more than passing problem for film producers. They were optimistic and intrigued by the challenge this new film medium presented.**

***They made a decision.***

It was decided to tap Columbia's reservoir of thirty years of showmanship talent and entertainment experience to produce first-rate television programs on film. This decision and faith was backed by cash-on-the-line when they created their television subsidiary—SCREEN GEMS.

SCREEN GEMS knew from the start that it would be necessary to have extensive production facilities on both coasts. In Hollywood, Columbia Pictures already had outstanding studios. Immediate steps were taken and complete facilities were set up in New York, the world's advertising capital.

Then, SCREEN GEMS was ready to give to the television advertiser a truly unique and long-needed service —*a one-stop film source for:*

1. custom-made entertainment to attract the widest possible audience on a national basis and produced at our studios in Hollywood, or in New York.
2. quality syndicated entertainment made available through our own organization, for local or regional advertisers; and
3. commercials, to complete the services for all advertisers.

### National Shows

Today in Hollywood, SCREEN GEMS produces *The Ford Theatre,* for the Ford Motor Co. through J. Walter Thompson Company; *Father Knows Best* for P. Lorillard and Co., through Young & Rubicam, Inc.; *Captain Midnight* for General Mills, Inc. and The Wander Co. through Tatham-Laird; and *The Adventures of Rin Tin Tin* for the National Biscuit Co. through Kenyon & Eckhardt. In New York, we produce *The Big Playback* for The Ethyl Corporation through Batten, Barton, Durstine & Osborn.

### Commercials

Although some SCREEN GEMS commercials are produced in Hollywood, most are produced in New York where the advertisers are located, and where the agency

# el One Night"

TV directors can participate in production all along the way. We have a complete and competent staff of producers, directors, writers and technicians. And we have our own animation artists and department.

Our clients for commercials are the Honor Roll of advertising agencies. During the past few months, in 1954, some of the advertisers for whom we have produced commercials, both live and animated, include: *Lucky Strike Cigarettes · U. S. Steel · Blatz · Borden's Pall Mall Cigarettes · RCA Victor · Cameo Stockings Helene Curtis · Ovaltine · Continental Can · Ipana Piel's Beer · Schaefer Beer · Gorham Silver · Jello Frostee · Helena Rubinstein · Ford Dealers · Richard Hudnut · Cities Service · and dozens of others.*

### Syndication

SCREEN GEMS maintains its own nationwide syndication service for local and regional advertisers. We have sales offices in Atlanta, Chicago, Dallas, Detroit, San Francisco and Hollywood in addition to our Metropolitan and Eastern regional offices located in New York with our home offices.

The programs we are now syndicating are *Your All Star Theatre, Celebrity Playhouse, The Big Playback, Jet Jackson, Rin Tin Tin,* and in some markets, our other shows. We're also offering *Top Plays of 1955,* the syndicated version of the current *Fireside Theatre,* which we were invited to market for Procter & Gamble, through The Compton Co.

SCREEN GEMS programs have achieved highest audience ratings. Unexcelled showmanship may be expected of a company which has complete and interchangeably flexible production facilities on both coasts. Every day that passes proves that with SCREEN GEMS any advertiser, large or small, can make sales through television film at the lowest cost.

Why not call us in the next time you have *any kind* of a TV film problem. We think you'll enjoy working with us—and we'd welcome being of service to you. You can write directly to us, telephone or wire collect if you wish.

## Screen Gems, Inc.

Television Subsidiary of Columbia Pictures Corporation
233 West 49th Street, New York 19, N. Y. • Circle 5-5044

*The only company which provides advertisers with Hollywood and New York custom-produced national shows, commercials, and syndicated programming.*

MAKING like a tourist, James P. Mitchell (2d from l), Secretary of Labor, visits on *Mayor of the Town* set. Unlike other tourists, he calls star Thomas Mitchell (l), uncle, and chats with producers John Rawlins and Marshall Grant.

to do the same thing with another property—and also a radio "name show"—*Counterspy*.

As Mr. Turner sees it, the film if accepted by theatres and moviegoers ought to gross $1 million whereas tv release could bring in only some $90,000 for the film. At the same time, it was learned that GT had been filming simultaneously a 13-episode, half-hour series for tv, also entitled *Gangbusters*. That production has been put on ice.

General Teleradio, in announcing the release, said *Gangbusters*—which presents stories based on actual police cases and which marked the first time "factual" crime tales were presented on the air—said the program "has been one of the most popular award-winning presentations on radio for many years." Comic books, story pocketbooks and other such licensing items based on the program have been in circulation for many years.

## Supreme Court Turns Down Autry, Rogers Film Pleas

TV VIEWERS who enjoy old Gene Autry and Roy Rogers motion pictures can relax now. The Supreme Court last week refused to upset a lower court ruling that the two cowboy stars have no rights in their old, pre-tv movies.

Both stars had brought suit in federal court against Republic Pictures Corp. to stop the sale to tv of 138 features made many years ago. They said they had no control over the commercials inserted between reels and that the public might get the idea they endorsed the products advertised. They claimed that their contracts with Republic did not include the showing of their films on tv. Involved were 57 Autry films and 81 by Rogers.

A California District Court agreed with them, but this ruling was reversed by the Ninth Circuit Court of Appeals. The Supreme Court last week refused to consider the appeal, thus, in effect, sustaining the Circuit Court's decision.

## 10 More Tv Film Series To Be Syndicated by UTP

UNITED Television Programs Inc. will syndicate four new film series for local and regional sponsorship and six new programs for national sponsorship in 1955, according to Lee Savin, executive vice president, who last week revealed the expansion of UTP operations after the weekend series of sales meetings in Hollywood. Four new programs, to represent a total production investment of approximately $5 million, each will comprise 39 half-hour films. The six national series, with three or more half-hour films available for audition, include *Author's Playhouse*, produced by Brewster Morgan and Eugene Solow, and *O. Henry Tv Theater*, to be produced by A. Edward Sutherland for Gross-Krasne Inc.

Additionally, UTP will continue to syndicate first runs for *Lone Wolf, Mayor of the Town, Where Were You?, Waterfront* and *Rocky Jones, Space Ranger*, Mr. Savin said. To handle increased product, 10 new salesmen will be added to his staff within the next few months, according to Wynn Nathan, vice president in charge of sales.

## Unity Sales to Pass $5 Million—Mayers

SALES this year for Unity Television Corp., New York, "may hit beyond $5 million, surpassing any high-water mark of previous years," according to Arche Mayers, general manager of the firm.

Mr. Mayers' prediction was made last week as he noted the "instantaneous success" which he said greeted Unity's "Len Firestone Drive," a combination promotion-sales-advertising campaign in recognition of the company's top salesman [B•T, Sept. 27].

He said that although the drive was to start Oct. 1, some Unity district managers "jumped the gun two weeks in advance," bringing in more than $300,000 in sales contracts. First two weeks in October already have exceeded $200,000, he said. First month of the three-month drive, he estimated, should push upward with more than $500,000 in sales. Last quarter of 1954 should show $1 million in sales, he said.

The campaign ends coincident with Unity's 10th anniversary, which starts the first of the year. The promotion offers the trade incentive payment terms. Unity district managers in each territory act as captains. More than $1,000 worth of cash prizes will go to the firm's field men for the largest dollar volume, largest number of contracts and the highest single dollar contract.

## Justice Dept.'s Film Suit May Get Underway in Spring

HOPE that the trial date can be set for next spring was expressed by Los Angeles District Federal Judge Harry C. Westover, in the Justice Dept.'s anti-trust suit to force release of 16mm theatrical feature prints to tv and other uses [B•T, Oct. 11].

At the Los Angeles hearing last week, Judge Westover distributed a mimeographed order outlining pre-trial proceedings he wants attorneys of both the Los Angeles anti-trust division office and the 11 defendant firms to follow. He also set further hearing for Dec. 13, at which he will ask agreement among counsels on the issues at stake. Judge Westover indicated he might set the trial date at this meeting.

## 'Racket Squad' in Spanish Draws Favorable Response

AT a screening for Latin American station and agency representatives, the first *Racket Squad* film with a Spanish soundtrack met with favorable response, according to George Shupert, president of ABC Film Syndication Inc., which handles the series. Mr. Shupert said negotiations for several sales were initiated as a result of the screening.

The series, produced by Hal Roach Jr., has topped or equalled its network records in many markets since it became available for syndication a year ago, Mr. Shupert said. He attributed the screening success to authenticity of the Spanish dialects and dubbing and editing in Spain by experienced technicians along with the universal appeal of the show itself.

## Gladden to Join Academy

GEORGE S. GLADDEN, head of the motion picture and film tv department of J. Walter Thompson Co., New York, has resigned after 14 years with the agency to join Academy Pictures Inc., New York, in an administrative capacity. His new affiliation will be effective Nov. 1.

## Western Film Package

HYGO Television Films Inc., N. Y., is releasing a new package of 26 hour-long western films, starring "Wild Bill" Elliott with Tex Ritter as co-star in eight of them. The package will be offered to tv stations for local sponsorship and will be supported by an extensive promotional campaign.

### FILM SALES

**Louis Weiss & Co.,** L. A., has sold 15 animated cartoons on two-run basis for one year to KVOS-TV Bellingham, Wash.

**Guild Films Co.,** N. Y., announces sale of *Florian ZaBach Show*, half-hour musical series, in seven additional markets, bringing total to 54.

**M & A Alexander Productions,** Hollywood, has sold 116 feature films, 46 westerns and 13 "Renfrew of the Royal Mounted" features to WTVW (TV) Milwaukee. Firm also has sold 13 "Chico and Pablo" features to WPTZ (TV) Philadelphia on three-run basis.

**Film Syndication Inc.,** N. Y., has sold *Racket Squad* to KTTV (TV) Los Angeles.

**Sportsvision Inc.,** S. F., reports shipments of 155 half-hour football films in five weekly programs to stations across country, with major series including *All-American Game of the Week*, shown in 67 markets, and *Big 10* and *Big 7 Game of the Week*, showing in 27 markets for Phillips Petroleum Corp., Bartlesville, Okla.

### FILM PEOPLE

**David A. Bader,** formerly sales manager, Commonwealth Film & Television Inc., N. Y., to Atlantic Television Corp., same city, in similar capacity.

MR. BADER

**Ted Biel,** formerly with Lance Productions, N. Y., appointed eastern sales manager, Walter Schwimmer Productions, Chicago, covering Maine to Florida.

**Phillip Rawlins,** assistant production manager, *Mayor of the Town* film series, Rawlins-Grant Inc., Hollywood, promoted to production manager.

**George F. Foley Jr.,** president, Gothic Films Inc., N. Y., addressed Florida Lawyers group in Jacksonville on "Television and the Law" Oct. 15.

# GOING PLACES!

## New time, sponsor, hilarity on new Stu Erwin Show

Starting tonight, L & M Filter cigarettes switch to Stu Erwin and Stu Erwin switches to Wednesday night. That's the next-to-last switch for ABC's fast-building Wednesday line-up. The last, of course, brings Walt Disney's *Disneyland* right in front of Stu and gives ABC the hottest Wednesday night on any network.

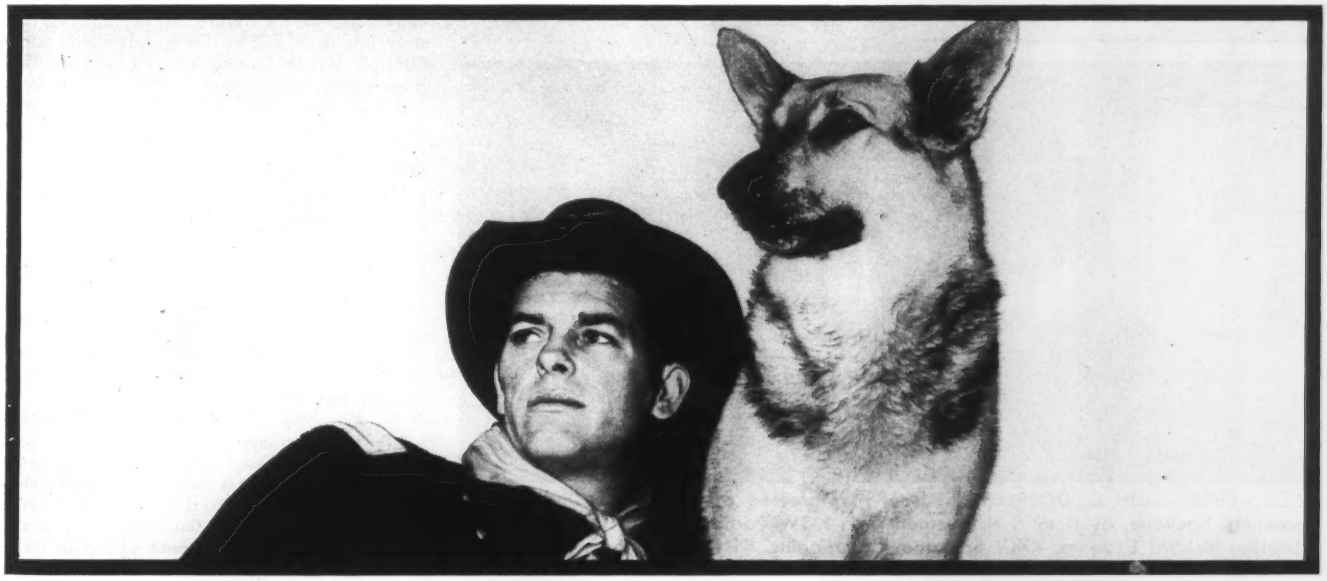
*You're in smart company on* **ABC-TV** *American Broadcasting Company*

# ADVENTURE HOUND

## National Biscuit Company premieres "Rin Tin Tin" with four-footed star

Here's an outdoor show with lots of action: cavalry charges, Indian ambuscades, bank robberies, forest fires. Kids will find it slightly terrific, and with dogs, it should out-pull any show on the air! Chalk up a new, important sponsor for ABC: the National Biscuit Company.

*You're in smart company on* **ABC-TV** *American Broadcasting Company*



# WSAB PUSHES DRIVE ON LIQUOR MEASURE

**Washington State broadcasters launch 'heavy' radio-tv spot schedule and state-wide talks, backed up by newspapers and other groups, to encourage voters to defeat Initiative 194, which would ban tv beer-wine advertising between 8 a.m. and 10 p.m.**

WASHINGTON State broadcasters are going all out in a drive to defeat Initiative 194, a referendum measure to prohibit advertising of liquor on television between 8 a.m. and 10 p.m., which comes before voters in the Nov. 2 elections.

A "heavy" radio and tv spot schedule on state outlets up to Nov. 1 against the proposal is being reinforced with talks by broadcasters themselves, who are heading speakers' bureaus in towns all over the state in appearances before service clubs, political groups and others, according to Carl Downing, manager of Washington State Assn. of Broadcasters.

The broadcasters are receiving "strong editorial support" from the main daily newspapers in the state, Mr. Downing said, adding that AFL and CIO union groups are "strongly oursided" and are getting materials, information and personal contacts "right down to the grass roots level state-wide."

On beer-sponsored, high-rating network shows like *Pabst Blue Ribbon Bouts* and *Schlitz Playhouse*, Mr. Downing said, state tv outlets are airing such announcements as: "If Initiative 194 were passed Nov. 2, this program would not reach you at this earlier, more convenient hour." Mailers and folders are being distributed, he said.

A steering committee, organized by resolution at WSAB's Sept. 16 Lake Wilderness meeting to fight the proposed legislation, includes:

Co-chairmen — George Russell (Tacoma *News Tribune*, KTNT-TV there); W. W. Warren, KOMO-TV Seattle; Henry Owen, KING-TV Seattle; Elroy McCaw, KTVW (TV) Tacoma, WSAB president. Others—James Wallace, KPQ Wenatchee; Hal Clark, KWIE Kennewick; Tom Bostic, KIMA-AM-TV Yakima; Joe Chytil, KELA Centralia-Chehalis; Tom Olsen, KGY Olympia; Richard Jones, KXLY-TV Spokane; James Murphy, KIT Yakima; Archie Taft Jr., KOL Seattle. Others helping with plans are John King, KIRO Seattle; Harry Spence, KXRO Aberdeen; Arch Morton, KMO Tacoma.

At the time WSAB members met at Lake Wilderness, they agreed on a 10-point program to fight Initiative 194.

# NARTB Districts End 13 of 17 Meets

THIRTEEN of the 17 meetings on the 1954 NARTB district schedule have been completed, with two slated this week prior to a short hiatus. District 17 (Ore., Wash., Alaska) met last Monday and Tuesday at the Davenport Hotel, Spokane. District 15 (No. Calif., Nev., T. H., Guam) met Thursday-Friday at the Clift Hotel, San Francisco.

NARTB President Harold E. Fellows resumed the itinerary Thursday after appearing earlier in the week at the Hendrickson hearings on juvenile delinquency in Washington.

On this week's itinerary are District 16 (So. Calif., Nev., Ariz.), meeting at Camelback Inn, Phoenix, Ariz., today (Monday) and tomorrow, and District 14 (Mountain States) Thursday and Friday at the Brown Palace Hotel, Denver. The schedule will be interrupted until Nov. 4 when District 12 (Kan., Okla.) meets at Jens-Marie Hotel, Ponca City, Okla., with the final meeting of District 13 (Texas) scheduled Nov. 9-10 at the Rice Hotel, Houston.

Guest radio speaker at Phoenix will be E. K. Hartenbower, KCMO Kansas City, with Jack Harris, KPRC-TV Houston, as tv guest. Mr. Harris appeared last week at Spokane and San Francisco. Mr. Hartenbower will also be radio guest at Denver. Robert W. Ferguson, WTRF-TV Wheeling, W. Va., will be tv guest.

## DISTRICT 17

STRONG local programming will pay important dividends for tv stations, Jack Harris, KPRC-TV Houston, told the NARTB District 17 meeting at Spokane, Wash., held last Monday-Tuesday. Appearing as television guest speaker, he said KPRC-TV's local daytime shows are outranking three-fourths of the daytime network shows in the area.

Mr. Harris said his station has developed local talent and personalities. "We have had to spend money on local shows, but they are paying off," he said. He doubted if a tv station can, in most instances, compete with nighttime network or syndicated shows.

Public service television costs money but "these costs pay off in better shows for our audience," he said, noting that KPRC-TV sets up budgets for public service organizations to insure high-quality programming rather than mere log statistics for FCC perusal.

Training facilities are needed for personnel development, Mr. Harris said, proposing that a staff be built around good people in key spots. He warned of the danger of over-staffing. Agency training courses are given at KPRC-TV, with encouraging results, he said.

As to rates, Mr. Harris said adequate charges should be made for all extras such as sets, slides, rear-screen projectors, live cameras and extra cameras, rehearsal time, studio rehearsal time, remotes, film handling and similar items.

Worth Kramer, WJR Detroit, District 17 radio guest, urged stations to stick to their published rate cards, with rates based on circulation and ability to penetrate that circulation. He chided broadcasters for letting competing media use ratings in selling against radio, calling ratings "deadly to the individual station and to the medium itself." Radio's big job as a medium, he said, is to obtain its "rightful share of the advertising dollar." Mr. Kramer had previously appeared as radio guest in the 1954 district meeting series.

Richard M. Brown, KPOJ Portland, presided at the meeting as district director. Named to the Resolutions Committee were Tom Olsen, KGY Olympia, Wash., chairman; Otto Brandt, KING Seattle; Lee Bishop, KORE Eugene, Ore.; Gordon L. Capps, KSRB Ontario, Ore., and Richard Gordon, KGA Spokane.

FCC Comr. John C. Doerfer, who had addressed the District 2 meeting at Lake Placid, N. Y. [B•T, Sept. 20], addressed the Monday luncheon. NARTB President Harold E. Fellows was unable to attend the meeting due to his appearance in Washington last week before the Hendrickson committee (story page 52).

District 17 adopted a resolution condemning a Washington State bill (State Initiative 194) designed to restrict beer advertising and eventually lead to the return of prohibition (see story this page). The district advocated adoption of daylight saving time in Oregon and Washington, and urged speedy development and marketing in large numbers of small personal radio sets.

FCC COMR. JOHN C. DOERFER (2d from l) is greeted at the NARTB District 17 meeting, Spokane, by (l to r) H Quenton Cox, KGW Portland; Otto Brandt, KING Seattle; Richard E. Jones, KXLY Spokane; Len Higgins, KTNT Tacoma, and Richard M. Brown, KPOJ Portland, district director.

## DISTRICT 15

RADIO BROADCASTS serve 60 million people who do not have tv reception and 37 million who do not read magazines, John F. Meagher, NARTB radio vice president, said Thursday in addressing the NARTB District 15 meeting at San Francisco.

The two-day meeting opened Thursday at the Clift Hotel. NARTB staff executives reported on association affairs. Radio guest speaker was Worth Kramer, WJR Detroit. Tv guest was Jack Harris, KPRC-TV Houston.

Mr. Meagher said that unlike tv, radio does not depend on visual impact with tv proving a boon to radio in that the newer medium "has stimulated radio to do the things that radio does best—to create in the mind's eye of the listener that which the listener wished to interpret from the program."

# Radio's rarin' in Baltimore!

## —and the big bargain is still W-I-T-H

143,000 radio sets sold last year, only 48,000 TV sets!

W-I-T-H's audience is bigger now than ever! And the rates are just the same.

More than 143,000 radio sets have been added in the Baltimore area. Now—more than ever—you get a lot for a little from W-I-T-H.

Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielsen—at rates that make it possible to get the frequency of impact that produces sales.

Get your Forjoe man to give you the whole story about W-I-T-H and the Baltimore market.

**—in Baltimore WITH**

**TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY**

BADGE-WEARERS at NARTB's District 11 meeting in Minneapolis included (l to r) John F. Meagher, NARTB radio vice president and formerly of KYSM Mankato, Minn.; Joe Merkle, WTCN-TV Minneapolis; Charles H. Tower, NARTB; Myles Johns, WBRD Ft. Lauderdale, Fla.; Ben Sanders, KICD Spencer, Iowa; Harry W. Linder, KWLM Willmar, Minn., and Ray Eppel, KORN Mitchell, S. D.

## Radio-Tv to Share Agenda At Texas Broadcasters Meet

RADIO and television will divide programming at a convention of the Texas Assn. of Broadcasters, to be held Nov. 8 at the Rice Hotel, Houston. Willard Deason, KVET Austin, will preside as TAB president.

FCC Comr. Robert E. Lee will be keynote speaker. A panel covering radio programming in a tv market will include Alex Keese, WFAA Dallas, chairman; Tom Dillahunty, KOSY Texarkana; Bob A. Roth, KONO San Antonio, and Kenneth Bagwell, KXYZ Houston. Adrian Murphy, CBS Radio president, will be luncheon speaker.

George Cranston, WBAP-TV Fort Worth, will direct a tv panel discussion that will include Harry Stone, KCEN-TV Temple; James M. Gaines, WOAI-TV San Antonio; Barney Ogle, KRGV-TV Weslaco, and W. D. Rogers Jr., KDUB-TV Lubbock. John F. Meagher, NARTB radio vice president, will speak in the afternoon. A panel of agency officials will be led by Steve Wilhelm, of Foote, Cone & Belding, Houston.

The agenda includes a session of tv broadcasters to discuss legislation; AP radio broadcasters breakfast and meeting of Texas daytime stations. Oveta Culp Hobby, Secretary of Health, Education & Welfare as well as broadcast executive (KPRC-AM-FM-TV Houston), will be banquet speaker.

## Walker Calls for Extension of Remote Control Operation

REMOTE operation of transmitters has involved lost air time totaling only 0.07% of total operating hours, with only one out of 10 staions having any equipment difficulty whatever, according to A. Prose Walker, manager, NARTB Engineering Dept. Limited remote control has been permitted since April 1953.

Addressing the Kentucky Broadcasters Assn. at Cumberland Falls Park last Wednesday Mr. Walker listed operating advantages of remote control and called for its extension to all types of transmitters.

Savings from remote control ranged from $150 to $3,000 a month, with an average of nearly $500, he said. In addition stations benefited from added efficiency and from time savings involved in staff assignments.

Since the remote permission was extended a year-and-a-half ago, its reliability even in this early stage justifies extension to all classes of stations regardless of power and type of antenna system, Mr. Walker told KBA.

As to directional antennas, he said that at a Sept. 21 conference in Washington it was unanimously agreed that "by remotely reading the common point current and base current of each tower an entirely adequate indication would be supplied at the remote control point for the correct operation of a directional antenna system." This would not mean elimination of the phase monitor or monitoring point readings, he said, but weekly or in some cases daily reading of the phase monitor at the transmitter would be adequate.

Mr. Walker said unfortunately some stations have dropped voluntary participation in the Conelrad alert program since installing remote equipment. He said NARTB is discussing the problem of remote equipment and Conelrad with stations and manufacturers.

## Good Programming Simplifies Tv Selling, Pa. AWRT Hears

TELEVISION time-selling can be simplified by good programming, Charles Vanda, WCAU-TV Philadelphia vice president, told 75 delegates attending the Oct. 15-17 Pennsylvania conference of American Women in Radio & Television, meeting in Philadelphia.

Mr. Vanda said tv leadership "falls only in the category of ingenious programming such as community acceptance, good taste and planned programming."

Other speakers at the conference included Vincent Wasilewski, NARTB chief attorney; Dolly Banks, WHAT Philadelphia; Regina Owens, director, Bureau of Industrial Service, Young & Rubicam; Buff Cobb, CBS actor, and Gertrude Trobe, WBVP Beaver Falls, Pa.

Gov. John S. Fine of Pennsylvania discussed tv's role in partially replacing parenthood as a deciding influence in teenage behavior. Panelists at three forum sessions included Jean Corbett, WCAU-TV; Ruth Welles, KYW Philadelphia; Jessie Kane Gimbel, Ditman Kane Adv. Agency, Philadelphia; Jane Ellen Ball, WJAS Pittsburgh; Jean Noll Lindman, WVAM Altoona; Bess Ann Kalles, WKBI St. Mary's, and Gertrude Curley, WESB Bradford.

## TvB Selection Group May Name Manager Soon

SELECTION of a managing head for the new Television Bureau of Advertising (TvB) may be made at a meeting of the selection committee in New York on Nov. 4.

This possibility emerged last week after a two-day meeting of three members of the committee in New York Wednesday and Thursday.

A number of prospects for the post were interviewed during the sessions but their names were not divulged. A committee spokesman, however, expressed the view that progress had been made and that the committee appeared close to a decision. He said the next meeting was scheduled for Nov. 4.

Committeemen attending were Clair R. McCollough of the Steinman Stations, Campbell Arnoux of WTAR-AM-FM-TV Norfolk, and Roger W. Clipp of WFIL-AM-FM-TV Philadelphia. Mr. McCollough is co-chairman of the committee with Richard A. Moore of KTTV (TV) Los Angeles. Mr. Moore was unable to attend the meeting.

## Harris to Head NARTB Tv Information Committee

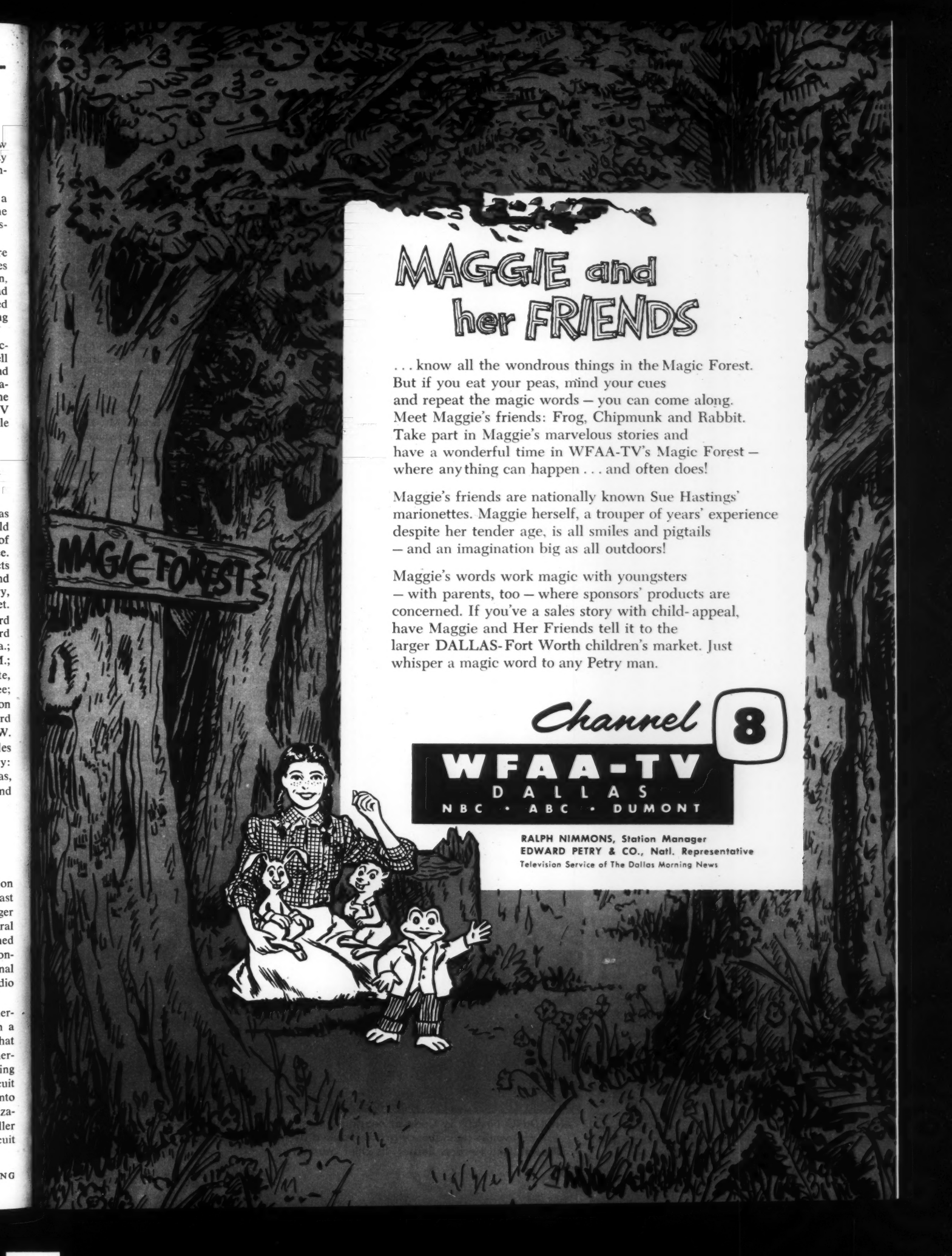
JACK HARRIS, KPRC-TV Houston, was named Thursday by NARTB President Harold E. Fellows to serve as 1954-55 chairman of the NARTB Television Information Committee. The committee collects and disseminates facts concerning the social, cultural, economic and technological contributions of the tv industry, issuing a monthly report and a tv fact-sheet.

Other members of the committee are Richard Borel, WBNS-TV Columbus, Ohio; Howard Chernoff, WTAP-TV Parkersburg, W. Va.; Wayne Coy, KOB-TV Albuquerque, N. M.; Charles Crutchfield, WBTV (TV) Charlotte, N. C.; Walter J. Damm, WTMJ-TV Milwaukee; Gordon Gray, WOR-TV New York; Payson Hall, Meredith Publishing Co.; C. Howard Lane, KOIN-TV Portland, Ore.; Henry W. Slavick, WMCT (TV) Memphis, and Charles Vanda, WCAU-TV Philadelphia. Advisory: Charles J. Oppenheim, CBS-TV; Gene Accas, ABC-TV; Sydney H. Eiges, NBC-TV, and Gerald Lyons, DuMont Tv Network.

## GE's Morlock Predicts More Closed-Circuit Use

INCREASED USE of closed-circuit television by business and industry was predicted last week by William J. Morlock, general manager of the commercial department of the General Electric Co., in a talk before the combined engineering department of the Radio-Electronics-Television Mfrs. Assn. and the professional groups committee of the Institute of Radio Engineers.

Mr. Morlock said wide scale use of intercity closed circuit television will result from a belief on the part of marketing experts that "a more direct and effective method of merchandising can be accomplished by explaining to buyers and sales people, via closed-circuit tv, the advantages which have been built into the product." He added that the decentralization of large business organizations into smaller autonomous groups also will make closed-circuit tv "a useful operating tool."


MAGGIE and her FRIENDS
. . . know all the wondrous things in the Magic Forest. But if you eat your peas, mind your cues and repeat the magic words – you can come along. Meet Maggie's friends: Frog, Chipmunk and Rabbit. Take part in Maggie's marvelous stories and have a wonderful time in WFAA-TV's Magic Forest – where anything can happen . . . and often does!
Maggie's friends are nationally known Sue Hastings' marionettes. Maggie herself, a trouper of years' experience despite her tender age, is all smiles and pigtails – and an imagination big as all outdoors!
Maggie's words work magic with youngsters – with parents, too – where sponsors' products are concerned. If you've a sales story with child-appeal, have Maggie and Her Friends tell it to the larger DALLAS-Fort Worth children's market. Just whisper a magic word to any Petry man.
MAGIC FOREST
Channel 8
WFAA-TV
DALLAS
NBC • ABC • DUMONT
RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., Natl. Representative
Television Service of The Dallas Morning News

## WIP's Brent Criticizes Handicaps to Radio Sales

RATE-CARD confusion and lack of discounts matching other media are handicapping radio stations in their selling, Ralf Brent, WIP Philadelphia vice president, said Friday in an address to the Columbus sales clinic of the Ohio Assn. of Radio & Tv Broadcasters.

Newspapers simply add the lines in a year to establish a discount, he said. Billing practices and rate cuts also are haunting radio, he explained in urging stations to remove practices that make the medium hard to sell.

Mr. Brent cited four reasons for radio's troubles:

"1. Too many radio station owners got tv stations and forgot about radio.

"2. Too many radio station owners who couldn't get tv stations went home at night and watched tv and forgot about radio.

"3. Too many radio station guys read the newspapers who were only too glad to ignore the pest which had been nibbling at their local accounts and boost the baby which the local account almost can't afford today. You all know what's happened to that sad excuse for a radio column which used to be in the newspapers. It's now a sad excuse for a tv column.

"4. Too many radio station owners-managers-announcers-salesmen believed everyone who told them the other guy was cutting rates—so they met the competiton."

Instead of trying to win listeners from each other, Mr. Brent said, radio stations should aim at the people "who aren't listening at all." He called for aggressive programming —discovering the community—and stronger promotion.

## ARF Work In Past Year Praised at Conn. Meeting

THE ADVERTISING Research Foundation was credited last week with playing a role in the "tremendous growth in the motivation research field in the past year" by James M. Vicary, owner of a New York marketing research firm.

Mr. Vicary spoke Tuesday to the Connecticut chapter of the American Marketing Assn. in Hartford where he noted that ARF has published two directories of motivation researchers. A year ago, he noted, it was necessary to interest people in the subject and convince them of its validity as a research method, but today there is wide interest and less criticism of its techniques—the shift in interest leading to reappraisal of the objectives of motivation research.

## Tv Film Council Holds Meet on Color Tv, Film

LARGEST attendance in the history of National Television Film Council meetings is expected Nov. 4 when the organization will present a special lecture on color tv and color film.

NTFC urged members last week to speed checks and orders for the luncheon at the Warwick Hotel in New York that will highlight a lecture by Ralph M. Evans, director of Eastman Kodak Co.'s color technology division, on "Seeing Light and Color."

According to NTFC President Melvin L. Gold, the meeting will be the most important of the year. He said NTFC anticipated "the greatest turnout of representatives of producers, distributors, television stations, advertising agencies and laboratories, ever accorded an NTFC meeting." The lecture, which will run at least an hour, will include the showing of 100 color slides.



# TV WANTS NO CENSOR, FEELS CALIBRE OF SHOWS IMPROVING

**Senate Subcommittee on Juvenile Delinquency hears industry spokesmen relate progress of voluntary efforts and stress that program control would be 'un-American.' FCC Comr. Rosel H. Hyde agrees there is danger in government censorship.**

INDUSTRY feeling was that television acquitted itself well in a two-day Senate subcommittee hearing last week on the possibility that tv programing may be a factor in juvenile delinquency.

While agreeing that no comprehensive research has been done to establish the case for or against tv and that programming at times may not have been up to scratch, industry witnesses were unanimous on these points: (1) they have been and are doing their best to improve the calibre of tv programs; (2) they want no censoring of programming by the government or by a television "czar."

Broadcasters lined up with NARTB President Harold E. Fellows to present a united front before the Senate Juvenile Delinquency subcommittee, which held hearings Tuesday and Wednesday in Washington. The Senate group was told that any program regulation—by the FCC or by anybody other than broadcasters themselves—not only would be censorship, but also would be "un-American."

A total of 19 witnesses, most representing the tv broadcasting industry, gave sworn testimony to the Senate group headed by Sen. Robert C. Hendrickson (R-N. J.). The subcommittee has been holding hearings looking into all fields suspected of being factors in juvenile delinquency.

After hearings Sen. Hendrickson announced that the subcommitte plans a special report on its investigations of tv programs. He said the Senate group will not consolidate the tv report with its other findings because "it might get lost in the big report."

FCC Comr. Rosel H. Hyde, former chairman of that agency, backed broadcasters in a statement which saw "danger" and "undemocratic" principles in government censorship. Mr. Hyde cited the express prohibitions against FCC censorship contained in Sec. 326 of the Communications Act. He said all his FCC colleagues concurred in the statement with the sole exception of Comr. Frieda B. Hennock, who will file a separate report.

"We cannot agree," the FCC statement said, "with those critics of radio and television who believe, however sincerely, that the only way to secure the highest quality program service is to provide a group of government officials with a blue pencil. We believe that it would be dangerous, as well as contrary to our democratic concepts, for a few officials in Washington, be they the FCC or any other group, to have such power."

The NARTB president's declarations were made both in a prepared statement and under subsequent questioning by Sen. Hendrickson, Herbert Beaser, the subcommittee's chief counsel, and Richard Clendenen, its executive director.

In a vigorous vindication of NARTB's Tv Code and its Code Review Board, Mr. Fellows challenged suggestions that the document's provisions are unenforceable, outlining what he described as NARTB's "postive effort" to create better programming and citing a four-point goal contemplated by the organization for this improvement.

This goal, he said, includes: (1) stepping up NARTB's "juvenile responsibility" program (a platform for stations of ten basic objectives most frequently cited by experts in juvenile training and guidance); (2) broadening program monitoring operations (NARTB has contracted with an "experienced" national organization to conduct "continuing and expanding" monitoring to detect violations of the Tv Code and ad copy); (3) undertaking a pilot study of the impact of tv programming on both children and adults (by a national research organization); (4) enlarging the Tv Code staff (from two to perhaps six persons).

Flanking the NARTB president and also answering questions were Thad Brown, tv vice president and Edward H. Bronson, director of Tv Code Affairs.

Mr. Fellows and other witnesses told the Senate group that a television "czar"—similar to the motion picture industry's Breen Office in Hollywood—is not the answer to any undesirable programming on tv.

Not only would this improperly and unduly restrict the basic liberty of a mass medium, but it is impractical, Mr. Fellows said. While the Breen Office deals with about 90 to 100 producers, he added, tv draws its material from

HOLDING NARTB Tv Code at hearing is Sen. Robert C. Hendrickson (R-N. J.), chairman of juvenile delinquency group, flanked by Richard Clendenen (l), unit's executive director, and Herbert Beaser, its chief counsel.

# Can you tell the DIFFERENCE *between* Radio and Radio?

Radio's immense strength . . . the opportunity to talk with masses of people *frequently* and *economically* . . . is employed fully only by advertisers who distinguish between run-of-the-mill radio stations and *great* radio stations.

There can be a tremendous difference between two stations in the same market. A station's programming, management, public service and facilities make it mediocre or good or *great.*

A great station amasses huge and responsive audiences, because the character of its operation earns the confidence of its community.

The radio stations we represent are great stations in important markets—stations whose character has earned them significant leadership. Their time is not cheap, but the solid values they deliver bring you the *full* economy of radio.

One of our experienced staff is always ready to discuss with you the application of great radio to your problem.

## THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

*Representing Radio Stations Only*

WBAL Baltimore (NBC)
*The Hearst Corp.*

WBEN Buffalo (CBS)
*Buffalo Evening News*

WGAR Cleveland (CBS)
*Peoples Broadcasting Corp.*

WJR Detroit (CBS)
*The Goodwill Station, Inc.*

WTIC Hartford (NBC)
*Travelers Broadcasting Service Corp.*

WDAF Kansas City (NBC)
*Kansas City Star*

**Measure of a Great Radio Station**

KFI Los Angeles (NBC)
*Earle C. Anthony Inc.*

WHAS Louisville (CBS)
*Louisville Courier-Journal & Times*

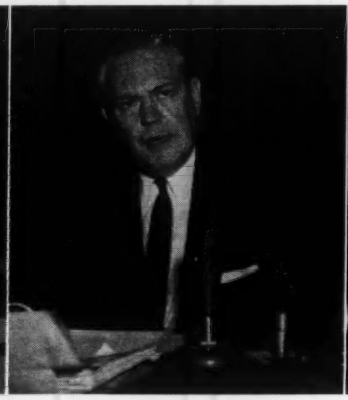
WTMJ Milwaukee (NBC)
*Milwaukee Journal*

WGY Schenectady (NBC)
*General Electric Company*

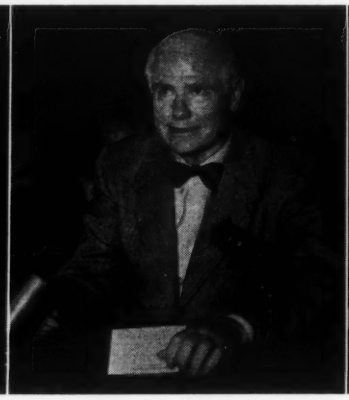
WSYR Syracuse (NBC)
*Herald-Journal & Post-Standard*

WTAG Worcester (CBS)
*Worcester Telegram-Gazette*

WMAL-TV's Houwink



NARTB's Fellows



ABC's Hinckley

WTOP-TV's Hayes

thousands of program categories, not only in entertainment, but in news and comment.

Maintaining with other witnesses that the obligation for "good" programming belongs to station management, he added that the NARTB Tv Code and Code Review Board are not dedicated to altering the programming structure pattern, but to establishing "guideposts" for "good taste and judgment, while not limiting the area for creative thought."

Answering a question on whether the Code Review Board has ever exercisd its power to withdraw its Seal from an offending station, Mr. Fellows said no such action has ever been required since intermediate steps (usually a letter from NARTB to the station against which a complaint has been made suggesting that the Code is being violated) always have sufficed to correct disputed programming practices. Mr. Fellows said 231 tv outlets and all four tv networks subscribe to the Code.

Comr. Hyde, the last witness to appear, told the subcommittee that the FCC may refuse licenses to stations who persist in broadcasting programs involving activities expressly prohibited by law—such as obscenity, indecency and profanity, lotteries or fraudulent advertising.

He said, however, that the courts have recognized that the FCC may consider the program policies and records of applicants for licenses or renewals, based on whether a station demonstrates that it is continuing to serve the public interest, rather than its correct or incorrect handling of programs. Thus, he said, the FCC may be effective in assuring that stations are serving the public interest by presenting a reasonable amount of such programs as those of local origin, education, religion and vital public issues. He said FCC personnel limitations prohibit any comprehensive monitoring to evaluate programs, except in very serious cases.

### Others Testifying

Other industry witnesses during the two-day hearing included:

Tuesday—Merle S. Jones, CBS-TV vice president; Joseph V. Heffernan, NBC vice president; James L. Caddigan, DuMont Tv director of programming and production; Leslie G. Arries Jr., manager of DuMont-owned WTTG (TV) Washington; John S. Hayes, president of WTOP-AM-TV Washington; Al Hodge, star of DuMont's *Captain Video;* Pat Michael, m.c. of DuMont-owned WABD (TV) New York's *Magic Cottage* children's show; Earl Collins, president of Hollywood Tv Service, distributor subsidiary of Republic Pictures Corp.

Wednesday—Frederic Houwink, manager of WMAL-AM-TV Washington; Robert H. Hinckley, ABC vice president; Grace Johnsen, ABC director of continuity acceptance.

Other witnesses were: Tuesday—Richard Clendenen, executive director of the Senate subcommittee; James V. Bennett, director of the U. S. Bureau of Prisons. Wednesday—Clara S. Logan, president of National Assn. for Better Radio and Television (NAFBRAT) and Enid Love, assistant head of school broadcasting, British Broadcasting Corp.

The Senate group followed a crowded schedule during the hearings in the Old Supreme Court Room of the Capitol Building, with testimony running from 9:30 a.m. to 6:30 p.m. both days and recessing only for lunch. The hearings, open to all media, came during a lull in other Capitol Hill affairs and received full press and tv news film coverage.

After initial testimony by Mr. Clendenen Tuesday morning the subcommittee exhibited filmed scenes from what it described as "crime" and "horror" programs on the four Washington stations during the week of Sept. 12-18. These programs, including westerns, were monitored by the subcommittee staff between 4 and 10 p.m., Mr. Clendenen said.

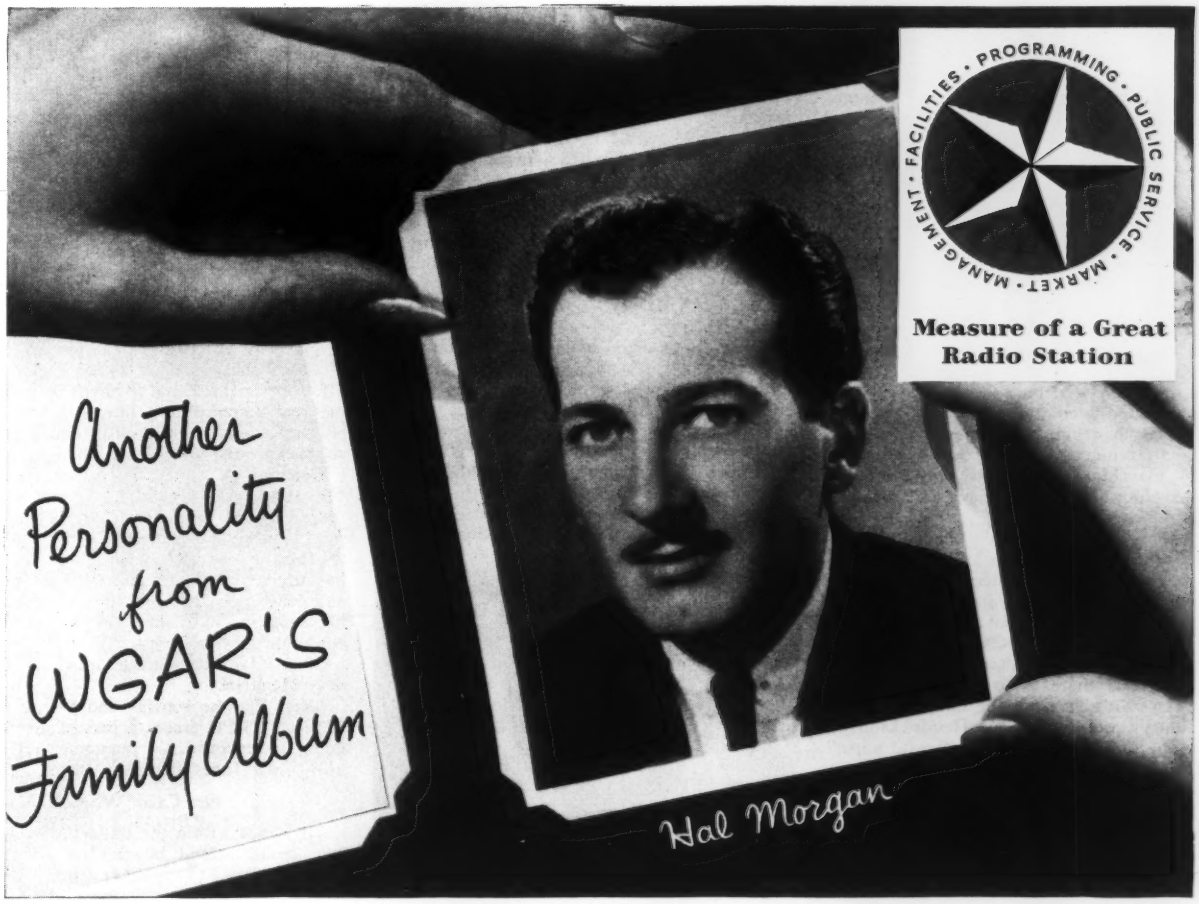
These showed Hopalong Cassidy bleeding from a bullet wound in the leg, a man being strangled with a nylon stocking, another shrieking as he is being stabbed, a villain tramping on a film hero's hand, a saloon brawl, a western law officer shooting four men, a remote "electrocution" of a hero's enemy by the former's pressure on a magic collar button, a heroine's hand being crushed in a bureau drawer by a villain, several shootings and fights and a scene of workmen being buried alive by a dynamite blast.

The hearings opened Tuesday morning with a reminder by Sen. Hendrickson that "we are not out to persecute any individual or any industry. We are not a subcommittee determined to censor television or any other of our great mass media."

Broadcasters testified of the painstaking efforts of their respective firms in presenting programming along entertainment, cultural and

CBS-TV Vice President Merle S. Jones arrives to give testimony at two-day Senate Juvenile Delinquency subcommittee hearing.

NBC Vice President Joseph V. Heffernan, an industry witness at the Washington hearings, pauses in the corridor outside hearing room.


Another Personality from WGAR'S Family Album
Hal Morgan
FACILITIES • PROGRAMMING • PUBLIC SERVICE • MARKET • MANAGEMENT
Measure of a Great Radio Station

# He reaches customers in kitchen and car

Want to talk to the lady of the house while she's preparing the evening meal? Want to get the ear of her husband while he's driving his car?

Then let Hal Morgan tell your food, beverage, drug or automotive story on "Morgan's Matinee" —the two-hour show with double-barreled appeal for homemakers and motorists alike.

From 4:00 to 6:00 each weekday afternoon, Hal Morgan serves up a blend of *good music, news, weather, time and road conditions* . . . preferred fare for the man driving home from work, *and* for the homemaker in the kitchen.

While Morgan is on the air, Greater Cleveland traffic is at its peak. Over a *quarter-million* motorists are on the move—90% with car radios! During this same period, radios are tuned to Hal Morgan by busy homemakers.

Reach customers in a mood to buy—on "Morgan's Matinee"! Participations and quarter-hour segments available. Check your nearest Christal office today.

**WGAR**

**THE STATION WITH**

**4½ MILLION FRIENDS IN NORTHERN OHIO**

CBS—Cleveland—50,000 Watts
The Peoples Broadcasting Corp.
Represented by The Henry I. Christal Co., New York
In Canada by Radio Time Sales, Ltd., Toronto

public service lines. All challenged Mr. Clendenen's definition of westerns as crime programs, saying these shows presented the time-honored traditions of American frontier days.

Sen. Hendrickson was the only member of the subcommittee present at the hearings, although Sen. William Langer (R-N. D.) made a brief appearance after Wednesday morning's testimony. Absent members were Sens. Estes Kefauver and Thomas C. Hennings Jr. (D-Mo.).

Mr. Clendenen opened testimony Tuesday morning, saying the inquiry into television "had its origin in the very large number of letters . . . from parents complaining about . . . blood and thunder on tv." These, he said, were concerned with: (1) the total volume of crime and violence and (2) the lack of choice in tv viewing for children other than westerns and crime.

Effects of these programs as cited by authorities, he said, were that they (l) produce anxiety and tension among emotionally crippled youngsters; (2) teach crime techniques; (3) suggest and support crime and violence to the hostile child; (4) may blunt and callous sensitivity and sympathy for human suffering and distress through repeated exposure.

Mr. Clendenen exhibited shaded charts showing what he claimed was a heavy tendency to crime (westerns and modern) programming on the four Washington tv stations from 4-10 p.m., as monitored by the subcommittee during the week of Sept. 12-18. Charts also showed similar programming in other American cities.

Asserting that there is no provision for enforcing NARTB's Tv Code, he said compliance is voluntary, prompting Sen. Hendrickson to describe the Code as merely "a prayerful hope."

He said the subcommittee had not made a study of scenes of "sexual stimulation," but that the group had received complaints of that nature about the "Betty Hutton Show" on NBC *Max Liebman Presents*. Mr. Clendenen said he knew of no research by the networks, or others on impact of tv "crime" on juveniles.

## FCC Policing

In an exchange on the possibility of censorship of programs by the FCC, Sen. Hendrickson said:

"Why could not this whole industry be policed through the Federal Communications Commission? Isn't that the appropriate agency of government to remove any of these doubts that are giving us concern this morning?"

Mr. Clendenen replied: "Certainly we could feel that inasmuch as the stations are using what we assume represents a public utility, something in which the public has a legitimate interest concerning responsibility, that the FCC might well be able to do something concretely relative to the content of tv programming."

Mr. Clendenen said he didn't know enough about the FCC's manpower and authorization to take a position on that score. He said he knew of no instance where the FCC had held a hearing on the "tone and content of such shows."

ABC's Vice President Hinckley, who testified jointly with Miss Johnsen, the network's director of continuity acceptance, declared that in his belief television "is not even remotely a factor" in juvenile delinquency.

He said juvenile delinquency in Russia—which has only three tv stations and 100,000 tv sets—has reached such proportions as to become a matter of great concern to the U.S.S.R. government: "Where, I ask, is the influence of television there?" He also cited a recent outbreak of juvenile delinquency in vido-less New Zealand.

Mr. Hinckley suggested the primary cause of juvenile delinquency comes from the breakdown of the family unit as a moral, religious and social force in the community. He cited the parallel increase in the number of working mothers, the growing shortage of educational facilities and the lack of adequate housing over the nation. "All these paths," he said, "lead us back to the home and the responsibility of parents."

He said a list of the tv shows rated by NAFBRAT indicated that the organization approved of no program with "a plot"; i.e., the physical struggle between the forces of "good" and "evil."

Asserting that "you can't legislate morals," Mr. Hinckley said the power of tv program censorship by the FCC would be too great a burden for that body.

Mr. Hinckley cited adventure and crime stories in books and magazines dating from Civil War days, through the early movies and comic strips down to the days of radio and television, and said he did not believe any of them have contributed to juvenile delinquency.

Miss Johnsen described ABC's efforts in evolving standards for clearing children's and other programs.

CBS Vice President Jones expressed doubts that television is a factor in causing juvenile delinquency, citing several authorities on child behavior and a study, the findings of which blamed delinquent behavior on faulty child-parent relationships during the child's early development.

ACTOR Al Hodge (l) (Captain Video) and James L. Caddigan, programming and production director, both DuMont, await turns to testify.

Referring to the "violence" in the works of Shakespeare, he said: "It has been said that if William Shakespeare were writing today, he could not get some of his plays past the CBS Television editing department." Mr. Jones described the "violence" in Mother Goose and other children's classics.

He defended the showing of western films by CBS o&o stations: "Since fighting and gunplay were a part of the conflict which existed in early Western America, we believe that it would be unrealistic to delete such scenes. Westerns invariably feature the triumph of good over evil. . . ."

Mr. Jones cited CBS regulations in addition to its subscription to Tv Code standards: (1) horror for its own sake is not approved; (2) mystery drama undermining confidence in established law enforcement agencies is not approved; (3) excessive preoccupation with criminals and their procedures is not approved; (4) undue or unusual details on techniques of crimes may not be presented; (5) criminals and crime may not be treated in a frivolous, cynical or callous manner; (6) the criminal must always be brought to justice and some constructive element implied.

Questioned on the films shown by the subcommittee, Mr. Jones said the scenes occupied less than 60 minutes, compared with 10,060 minutes of total programming for a week by the four stations. He conceded that he believed he saw "some" violations of the Tv Code.

"We make mistakes, but I think we have a pretty good average," he said, referring to CBS-TV's programming activities.

Mr. Jones, as did other network officials following him, said under questioning that CBS-TV has inaugurated no research into the relationship between tv programming and juvenile delinquency.

Asked by Mr. Beaser if he thought some sort of board should be set up to review tv films, Mr. Jones replied that it might be helpful, "but the real responsibility lies with the licensee." He conceded that CBS-TV film editors have no background in child education.

Replying to a question by Sen. Hendrickson, Mr. Jones said he did not think a television "czar" would be helpful. "I do not think it would be good because in order for a person to function effectively in such an office he has to be able to excercise some power and authority over those in the group affected by his supervision. I just do not think that is workable in our industry."

"But it worked in the movies," interjected Sen. Hendrickson.

"Yes, but the movies and tv are different." When the FCC grants a license, the licensee is going to exercise his judgment and responsibility, Mr. Jones said.

## No Czar Wanted

"It is not within the pattern of this industry that could extend beyond to a czar-type of code director," Mr. Jones said. "I think we should retain self-regulation and self-discipline through NARTB," he added.

NBC Vice President Heffernan said NBC is "opposed to government censorship and to any device by which government is empowered to check the expression of opinion. We believe that in the long run any attempt to regulate program content by government decree will prove both unwise and unworkable."

"In taking this position," Mr. Heffernan said, "we feel it puts more, and not less, responsibility on the broadcaster himself. It puts the control over program content squarely up to him."

Mr. Heffernan cited a recent report by a New York State Joint Legislative Committee which said in part: "That the radio and television industry is making a sincere, honest and effective effort to assure the presentation of wholesome entertainment and that legislation in this field is not necessary at this time."

The NBC vice president said his firm would be glad to cooperate with any university or foundation that will undertake a long-range research project on the causes of juvenile crime.

Citing the subcommittee's interim report stating that nation-wide juvenile delinquency increased 29% from 1948-52 while increasing 41% in communities of less than 100,000 population, Mr. Heffernan pointed out that because of the four-year tv freeze (also 1948-52) television grew only in larger cities, suggesting that tv may have been a factor in arresting growth of juvenile delinquency in larger cities.

The NBC official said his organization wanted to "make it clear that in our opinion programs which include crime and mystery are a proper and legitimate part of the broadcast schedule," although, he said, NBC rec-

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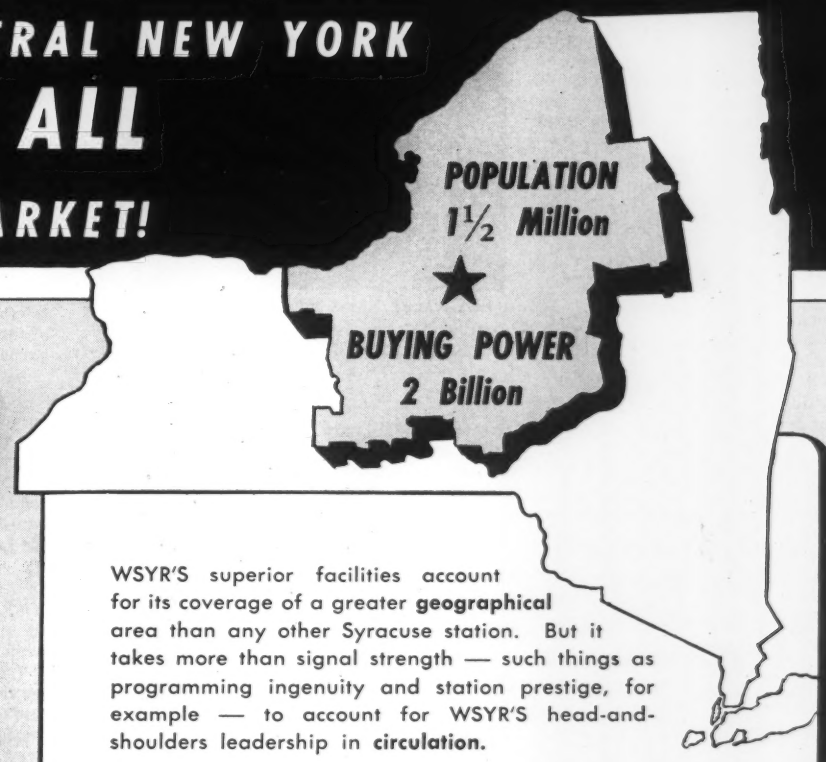


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NBC Affiliate

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WSYR'S superior facilities account for its coverage of a greater **geographical** area than any other Syracuse station. But it takes more than signal strength — such things as programming ingenuity and station prestige, for example — to account for WSYR'S head-and-shoulders leadership in **circulation.**

DAYTIME, WSYR's weekly circulation, or penetration of radio homes, is from 22% to 220% better than that of any other Syracuse station. NIGHTTIME, WSYR's circulation is from 31% to 212% better. That is **significant** leadership, in an important market.

SOURCES: Coverage and Penetration — Broadcast Measurement Bureau.
Population and Buying Power — Sales Management, 1954.

**For Details — ask — THE HENRY I. CHRISTAL COMPANY**

# WSYR

**5 KW ★ SYRACUSE ★ 570 KC**

ognizes that "care must be taken." He said crime and mystery shows (including westerns) account for only 3.7% of the total programming on the NBC fall schedule.

Under close questioning by Mr. Clendenen on the subject of violence and crime in western shows, Mr. Heffernan said that such NBC presentations as *Victory at Sea* (filmed Navy battles of World War II) and other war scenes also show violence. Also involving crime, he said, are NBC's *Justice* and *Dragnet*, both of which have been widely praised by law enforcement officials. "So does the American novel and so does the American newspaper. They have crimes. (William) Faulkner is full of crime. He just got the Nobel Prize for literature."

Mr. Clendenen said, "You have led me astray from the western."

Mr. Heffernan replied: "I am only trying to show that you cannot be too literal."

Mr. Clendenen drew an analogy between possible regulation of tv programming and laws such as the Pure Food & Drug Act. If the government can pass laws against harmful medicine, he said, might it not be that the government can prohibit or restrict a program if it is actually harmful?

Mr. Heffernan said he did not care to answer such a hypothetical assumption, but suggested that tv programs be compared not to medicine, but to "the closer analogy to our industry . . . the press. Many people have complained of the press, but hearings are not held for government regulation of the press."

Mr. Heffernan admitted, as did other network witnesses and station managers questioned on the subject, that NBC has no research department which contains experts in child psychology and education and which might screen children's programs. He said, however, that the network's continuity acceptance department includes an "experienced" staff of 32 and is budgeted at a quarter of a million dollars. These, and NBC radio and tv producers, follow NBC's 20-year-old program code, the NARTB Tv Code and frequent directives on possibly offensive presentations, he said.

FCC Comr. Rosel H. Hyde (l) awaits turn on stand before the subcommittee, with Warren E. Baker, FCC general counsel.

He cited NBC's accomplishments in cultural, public service and other programming, and said the network has made numerous broadcasts relating to juvenile delinquency problems.

Mr. Heffernan suggested that schools and colleges encourage higher standards of listener demand for tv programs. He added:

"Are not the literate people we have developed capable of a large measure of direct program control by the simple device of tuning some stations in and tuning others out? Our government does not tell them what to read. I don't believe it need tell them what to see or what to hear."

James L. Caddigan, DuMont Tv Network programming and production director, and Leslie G. Arries Jr., manager of DuMont-owned WTTG (TV) Washington, testified jointly before the Senate group.

Mr. Caddigan said DuMont has long recognized the industry's responsibility to provide young viewers with programs of an educational and helpful nature and to protect viewers of impressionable age from programs and material which could be deleterious, emotionally or morally.

Mr. Caddigan said a foundation has developed a fund for the study of tv's impact on children. The study, in which DuMont will participate, will be made at Boston U., he said.

Al Hodge, star of DuMont's *Captain Video*, said the producers of his show use violence, "because the hero has to go after somebody." He said that the "good" characters, however, never use a "lethal" weapon, but a "stungun" or "blaster," neither of which kills, but merely renders outlaws powerless, after which they are banished to another planet for "rehabilitation." He said few fist fights appear on the show and the work "kill' is never used.

Pat Michael, m.c. of WABD (TV) New York's *The Magic Cottage*, a children's fantasy show, described how the show is produced to depict no violence.

Earl Collins, president of Hollywood Tv Service, a subsidiary distribution firm for Republic Pictures Corp., testified on his experience in selling films to stations. Some of the films distributed by Mr. Collins, among those viewed Tuesday morning, came in for severe criticism by the subcommittee.

Mr. Collins said a great part of the films are old Hollywood motion pictures and thus have been passed on by the Breen Office.

WTOP-AM-TV President Hayes took the witness stand to begin Tuesday afternoon's session. Mr. Hayes said, as other station managers did, that the station reserves the right to turn down tv film programs it considers undesirable for diverse reasons.

He made these points: WTOP-TV is making

## Judge Rules Private Detective Falsely Represented Self

SAN ANTONIO Federal District Judge Ben H. Rice Jr. ruled Tuesday that private detective James R. Duncan had falsely represented himself to be "affiliated" with FCC in seeking credit data in the tv ch. 12 contest there, it was reported by the San Antonio *News*. He was indicted earlier by the grand jury [B•T, Oct. 11].

Judge Rice, however, reserved a verdict as to whether Mr. Duncan is thereby guilty under the indictment against him. The judge called for briefs from the government and defense counsel on the question of law as to whether by representing himself to be "affiliated," Mr. Duncan represented himself to be "employed" by FCC, as alleged in the indictment.

Mr. Duncan denied in the Federal District Court Tuesday morning that he had represented himself as an FCC employe last June while soliciting credit information about financial backers of KMAC at the request of KONO there. KMAC and KONO are competing for ch. 12.

WBEN
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CBS RADIO
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**WKBN-TV**

Youngstown, Ohio's Pioneer Television Station with over 135,000* PROVEN Sets now receiving

**CHANNEL 27**

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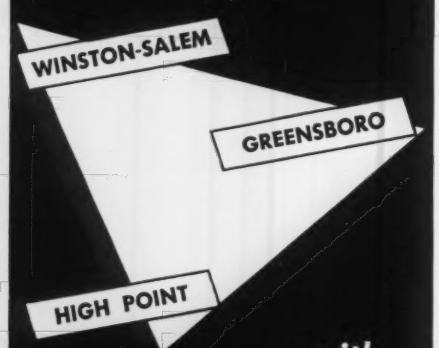
PAUL H. RAYMER CO.

FULLY EQUIPPED FOR NETWORK COLOR-CASTS

COVER
NORTH
CAROLINA'S
Rich, Growing
"GOLDEN
TRIANGLE"

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WSJS
TELEVISION
CHANNEL 12

a 24-county market
with 339,600
Families

(Sales Management 1954
Survey of Buying Power)

NOW SHOWING!—ALL NBC COLOR SHOWS

NBC

Interconnected
Television Affiliate

National Representative:
The Headley-Reed Company



a positive contribution to social and cultural development of both children and adolescents; (2) a program of crime or violence does not necessarily contribute to juvenile delinquency; (3) WTOP-TV is licensed to operate "in the public interest," and there are many people and many interests; (4) there are no universal viewing hours for children or adults; (5) basically, programming standards are good judgment, taste and common sense.

Mr. Hayes said his station does not belong to the NARTB nor subscribe to the Tv Code, although it adheres generally to the latter's standards. He added: "No matter how you write things down . . . it seems to me in the last analysis what is important is the people who set the standards."

Frederick S. Houwink, general manager of WMAL-TV, said of FCC regulation or appointment of a "czar" that either plan "could very well lead to leaving it all to someone else." Mr. Houwink said the "mountain of material" that would have to be reviewed would take too big an organization. The industry should police itself, he said.

Mrs. Clara Logan, NAFBRAT president, suggested that parents boycott the products of sponsors of programs showing crime and violence. She told the subcommittee that 40% of all children's tv programs today are dominated by crime and violence.

The NAFBRAT president questioned the effectiveness of the NARTB Tv Code and said she saw "no indication" that broadcasters or sponsors intend to "diminish" crime shows.

She claimed NARTB and the Tv Code Review Board "do not even recognize facts and figures regarding crime in children's shows which are proven beyond doubt by our own and other responsible surveys."

### NAFBRAT Reasons

Mrs. Logan said, "These facts cannot be challenged: (1) there is a great and increasing volume of crime and violence in tv programs for children; (2) in one way or another, these programs *must* have an effect upon the mental development of the children who watch them"; and (3) that "a careful compilation" of statements by experts indicates most of them are alarmed over the "present state of tv programs for children." She cited as crime programs such westerns as *Wild Bill Hickok, Roy Rogers Show, Range Rider* and *The Lone Ranger*.

U. S. Bureau of Prisons Director Bennett proposed an advisory committee of 10 or 12 people chosen by the President to report to Congress and the President on the scope of tv programs, substitutes for undesirable ones and other suggestions.

Mr. Bennett, asked by Sen. Hendrickson if the FCC could take part in such a committee, said the agency could but only if it had no authority. "I'd want somebody detached from administrative responsibilities."

Miss Enid Love, BBC specialist for children's and school programs, described television fare for children in Great Britain. She said she didn't think any of the films from which scenes were viewed Tuesday morning "would have found its way into any of our programs." She said BBC televises the U. S. film, *Cisco Kid*, one of those condemned by NAFBRAT.

Several television stations forwarded to the subcommittee reports on their programming and policies regarding juvenile delinquency. These include Meredith's WHEN-TV Syracuse, KPHO-TV Phoenix, KCMO-TV Kansas City and WOW-TV Omaha; WSEE (TV) Erie, Pa.; WTHI-TV Terre Haute, Ind.; WNAO-TV Raleigh, N. C.; KING-TV Seattle; KOTV (TV) Tulsa.

## FTC LEVELS CHARGES AT INSURANCE FIRMS

### 'Misleading advertising' charged to 17 companies handling hospitalization, accident and health policies.

CHARGES of "false and misleading" advertising were hurled last week by the Federal Trade Commission at 17 insurance companies dealing in hospitalization, accident and health insurance. The advertisements were placed in all media—radio, tv, newspapers, magazines and direct mail—according to FTC Chairman Edward F. Howrey.

Some surprise and amazement were registered among the companies charged. A spokesman for Mutual Benefit Health & Accident Assn. (Mutual of Omaha) of Omaha, Neb., a substantial user of radio-tv time, said the FTC was "ill advised" in citing that company. He said Mutual is licensed in 48 states and the District of Columbia and is "examined, supervised and approved" by the respective states.

Bankers Life & Casualty Co. (White Cross Plan), Chicago, said it has always been difficult to get the public to understand the nature of the benefits and limitations for any form of insurance. The firm's spokesman said "we do not know whether this FTC matter is a clarifying move or a jurisdictional question between state and federal regulatory bodies." Bankers Life allocated about $75,000 in radio and $10,000 in tv for the current fiscal year out of an estimated $350,000 in overall advertising expenditures. The firm owns KGA Spokane and KCSJ-AM-TV Pueblo, Colo.

Richard Holson, president of Guarantee Trust Life Insurance Co., Chicago, said he was "amazed" at the government's action.

A statement was issued by the Joint Committee on Heath Insurance, composed of representatives of seven insurance associations. It said, "The business is making every effort to have advertising conform to the highest standards. It desires to cooperate with state insurance commissioners and the FTC to this end."

The FTC complaint, which was directed at 17 of the 900 companies in the field, followed a 10-month investigation by the commission. The charges cited misrepresentation in the following:

Policy termination provisions, extent of coverage, maximum dollar limits, beginning time of coverage, concerning health status of applicant, relating to sale of a plan, benefits as payable for life, concerning additional benefits.

The companies have 20 days to answer the complaint.

Included in the firms charged are four of the largest in the field: Mutual Benefit Health & Accident Assn. of Omaha; Bankers Life & Casualty Co. of Chicago; Reserve Life Insurance Co. of Dallas, and United Insurance Co., Chicago.

## CIO-PAC Campaign Films

OVER the weekend, the CIO-Political Action Committee was to get a package of 18 films for tv, each 45 seconds open end for political candidates to insert messages and names. Films are said to be a unique venture in usage of political tv. Each film, employing puppets, pokes fun at an issue allegedly fumbled by Republicans. The agency is Whitebrook Co., New York, which is handling radio-tv for Democrats in New York, Pennsylvania and New Jersey. Filming was done by Dynamic Films, New York.

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**the most fabulous, the richest, the greatest assortment of prizes ever offered in broadcasting history!**

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**100 STATIONS**

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## WITH

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## $1,000,000.00

# IN PRIZES

## *Free!*

**Over 3,000 Weekly Prizes — 40,000 Winners In All!**

### THIS PROMOTION HAS EVERYTHING!

**EXCITEMENT** . . . prolonged for a 21-week period, leading up to a grand contest climax.

**ACTION** . . . . . every week a new contest, with everyone in your market eligible.

**SIMPLICITY** . . . . no captions to read! no box tops to handle! no slogans to judge . . . Our master plan makes it as easy as ABC.

**REWARD** . . . . . the greatest audience ever "Pied-Piper'd" into a station. Brings you . . . keeps for you . . . more national, regional and local sponsors than you've ever had before.

**PRESTIGE** . . . . . solidifies present billings with powerhouse merchandising plan...puts you in direct contact with huge national advertisers.

**CALL-WRITE-WIRE COLLECT!**

**GET YOUR SHARE OF THE 10 MILLION CONSUMERS WHO WILL BE RUSHING INTO RETAIL STORES ALL OVER THE COUNTRY EVERY WEEK!**

***CALL YOUR NTA MAN TODAY! He's Only Minutes Away!***

## *National Telefilm Associates, Inc.*

**625 MADISON AVENUE, NEW YORK, N. Y., PLaza 5-8200**

# BRICKER QUESTIONNAIRE AT NETWORKS

**Data sought by Ohio Republican is preliminary step to the investigation of the networks and the uhf-vhf problem.**

TELEVISION networks last week were poring over a four-page questionnaire seeking detailed information about their present and past affiliations with uhf and vhf stations (see adjacent text).

The quiz-sheet, forwarded earlier in the week, was a preliminary move in Sen. John W. Bricker's investigation of the networks and uhf-vhf problems through the Senate Commerce Committee, of which the Ohio Republican is chairman.

A covering letter signed by Sen. Bricker requested a reply in triplicate "as soon as possible." It was the second query sent out by Sen. Bricker's Commerce Committee investigation staff, headed by Robert F. Jones, former Ohio congressman and FCC commissioner. The first questionnaire, much longer and in more detail, went to the FCC.

Last week's network questionnaire asked:

(1) Data on each affiliate on Oct. 1 as to location and channel number, type of affiliation, network hours carried by it for the week of Oct. 4-10, length of affiliation and of the current contract, changes and cancellation clauses in contracts, with reasons therefor.

(2) Data and contract terms of past affiliations.

(3) Affiliation policies of the network in regard to size of community and of service area, number of sets, proximity to other affiliates, card rates, multiple-ownership, upper and lower vhf frequencies, uhf and vhf and any other criteria used in awarding affiliations.

Although other questionnaires were being considered by Mr. Jones and the other staff members, Harry M. Plotkin, minority counsel and former FCC assistant general counsel, and Nicholas Zapple, the committee's communications counsel and coordinator of the investigation, none had been prepared last week. Under study by the staff was the possibility of sending a questionnaire to all tv outlets [B•T, Oct. 18]. Some "letters requesting information" also were being considered, it was understood.

Meanwhile, the investigation staff met last week with new FCC Chairman George C. McConnaughey in a "get-acquainted" session.

Sen. Bricker has stated that he initiated the network-uhf-vhf investigation to determine whether networks should be regulated by the FCC, as proposed in a bill (S 3456) submitted by him during the last session of the 83d Congress, and to throw light on "the whole uhf-vhf situation." Hearings were held last spring by a Senate Commerce Communications subcommittee headed by Sen. Charles E. Potter (R-Mich.) after complaints by uhf tv broadcasters of losses which they blamed largely on inability to compete with vhf outlets in obtaining network affiliations.

The Ohio Republican said results of the investigation staff's study will be reported to the full Senate Commerce Committee during the first session of the 84th Congress, with a hearing to follow.

Bettendorf, Iowa
East Moline, Ill
Davenport, Iowa
Moline, Ill
Rock Island, Ill
QUINT CITIES
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . a market with money in its pockets . . . a market blanketed by WOC.
Basic NBC Affiliate
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
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Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives


## LETTER & QUESTIONNAIRE SUBMITTED TO NETWORKS

Dear sir:

As you know, pursuant to the direction of this committee, its staff is currently conducting a study and inquiry of the whole uhf-vhf problem and into the feasibility and practicability of pending legislation to place radio and television networks under the jurisdiction of the Federal Communications Commission.

In connection with the study, certain detailed information concerning the operations and structure of networks will be required. I am, therefore, enclosing a questionnaire designed to obtain such data. An identical questionnaire is being sent to each of the other television networks. I would appreciate a reply as soon as possible.

In order to eliminate any delay, the committee staff is available to explain or clear up any doubt that may arise with regard to any of the questions. In preparing the data, it would be appreciated if answers are supplied for each question even if part of the information may have been included in a previous answer.

Please furnish three (3) copies of all material requested.

Sincerely yours,
Chairman

I

QUESTIONNAIRE FOR TV NETWORKS

Please furnish the information requested below as of Oct. 1, 1954—unless a different date is indicated in a specific question—for each television station having a television affiliation contract with your television network.

1. Call letters
2. Location of station
3. Channel number
4. Type of affiliation (e.g., basic, supplementary, bonus, etc. Please define terms used. If station is owned in whole or in part by your network, please indicate)
5. Submit a table showing for the week of Oct. 4-10, 1954, the network hours carried by each television affiliate. Show each hour of each day separately. Please indicate in each case whether a simultaneous or delayed broadcast is involved.
6. How long has television station been affiliated with your network?
7. Duration of term of television contract (e.g., 2 years, 1 year, 90 days, etc.)
8. If the term of the television affiliation contract is less than two years, indicate whether previous television affiliation contracts with that station were for two years.
9. If the answer to questions 8 is "yes," please indicate the reason for changing the term of contract.
10. Does the television affiliation contract provide for cancellation prior to the expiration of the term?
11. If the answer to 10 is "yes," please indicate whether previous television affiliation contracts with that station omitted the cancellation provision.
12. If the answer to question 11 is "yes," please indicate the reason for the change.

II

Please indicate whether there are any television stations not affiliated with your network as of Oct. 1, 1954, but which were affiliated with your network at sometime during the period July 1, 1952, to September 30, 1954. As to each such station, please supply the information requested below:

1. Call letters
2. Location of station
3. Channel number
4. Type of affiliation (e.g., basic, supplementary, bonus, etc.)
5. How long was the television station affiliated with your network?
6. Duration of the term of the television affiliation contract (e.g., 2 years, 1 year, 90 days, etc.)
7. Did the television affiliation contract pro-

Collins

# 5000/10,000 watt TRANSMITTER

Collins 5000-watt 21E and 10,000-watt 21M are premium quality AM Broadcast Transmitters designed for dependability and exceptional performance in the frequency range of 540 kc to 18 megacycles.

The 21E is readily adaptable for conversion to 10,000 watts power output, becoming a 21M *and occupying 1/3 to 1/2 less floor space* than the conventional 10,000-watt transmitter and *with correspondingly decreased weight.*

Design features include dry-type transformers and reactors, eliminating the concrete vault required by transmitters using oil-filled components. Protective circuits include automatic power application in proper sequence, a thermal time delay, and overload relays.

Frequency control well within FCC specifications is established by the extremely stable oscillator which incorporates design features for elimination of an oven, associated thermostats, and other complexities often identified as causes for frequency failures.

*For complete descriptive details on these high fidelity transmitters, write for your 21E/M booklet.*

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**Dogwood Road, Fountain City, KNOXVILLE**
**Petroleum Bldg., TALLAHASSEE**
**Collins Radio Company of Canada, Ltd., 74 Sparks St., OTTAWA, ONTARIO**

COLLINS

# Why the girl in Barlow's of

# 's office packs a .25

This is a rather strange little tale. It's an incident from the life of Ellen Friendly*. Now, don't get us wrong. Ellen is the devoted secretary and jane-of-all-trades for Harvey Barlow, senior partner in the Madison Avenue office of Barlow & Benninger.

But Ellen packs a .25 . . .

It gleams dimly in the corner of her secretarial handbag. Ellen's never used the darn thing, but you know how stories go.

The story —

Barlow's a fiend at radio and television though he's good at tossing a fast curve when it comes to a newspaper, magazine or outdoor campaign.

But radio's his meat. You'll find his and his co-workers' commercials walloping a client's story into homes in Ponce, Puerto Rico, or Sitka, Alaska; or maybe in Chicago, Syracuse or Seattle.

Barlow knows at the flip of a finger what the rates are wherever radio is sold, or bought. He knows *exactly* who's who in the top personnel brackets—not to mention their accounts. He knows up-to-the-minute gross radio revenue and what he doesn't know about Hooper, Nielsen and other crack radio analysts you could fit in a midget's thimble . . . thanks to his BROADCASTING YEARBOOK and MARKETBOOK.

You want to spray Lander, Wyoming, with profit-making sound? (Yes, there *is* a Lander and it's in Wyoming.) Harvey can tell you with a flip of his finger why Lander's a sizzler for some things and a dud for others—products and services we mean.

Barlow's got maps in the BROADCASTING YEARBOOK that would make The National Geographic (adv't) grow green with envy. He's got such precise marketing data that it would make a Pawtucket potato blush a tomato red.

He, Barlow, marks all this precious and not-to-be-had-anywhere-else information with the precise care of a Congressional librarian.

No wonder his associates—and that goes for you, too, Benninger!—head for his YEARBOOK when they're holed for an *immediate* answer.

It's just a lazy habit and Miss Friendly knows it. "Why not use their own YEARBOOKS?" she asks. And she's right. The place is packed with 'em. Well, Miss Friendly's fed up with the thing and somebody's going to get a you-know-what from that .25 if the habit isn't broken fast.

Is it any wonder that advertising in BROADCASTING YEARBOOK w-o-r-k-s? Is it any wonder that it snaps the people-who-count in radio to attention faster than a new account?

What we don't know, our customers will tell you. They are up to their hips in the largest, most-attention-attracting, most fruitful, most compact guide to everything that's everything in American radio today—more than 17,000 of them!

Write, wire or phone now and reserve your space in the 1955 BROADCASTING YEARBOOK and MARKETBOOK. If you are a regular advertiser, your YEARBOOK ad may count as one insertion against your contract and earn frequency discounts accordingly. (Minimum space in state directories is one-third page.) Otherwise, one-time rates apply. (⅓ costs $160; ½ runs $230; page is $395.) Our creative staff will submit suggested layouts if you wish. Deadline November 20 for proofs.

BROADCASTING YEARBOOK and MARKETBOOK

1735 DeSales St., N. W., Washington 6, D. C. ME 8-1022.

*No relation to Maggie Friendly, Bolivian carousel queen.

vide for cancellation prior to the expiration of the term?

III

Please indicate the basis upon which television affiliations are awarded by your network. A full statement setting forth specific criteria is desired. The committee, in particular, desires to know what effect, if any, is given to each of the following criteria:

1. Size of community
   A. Please indicate whether size of the community in which a prospective television affiliate is located is a factor in awarding television affiliations.
   B. If the answer to (A) is "yes," please indicate the smallest community in which a television affiliate of your network is located.
2. Size of service area
   A. Please indicate whether size of service area, in terms of population, of a prospective television affiliate is a factor in awarding television affiliations.
   B. Please indicate what criteria are utilized in ascertaining the boundaries of service areas. Are the Grade A or Grade B countours of the FCC utilized? If not, please indicate in some detail the methods utilized.
   C. What is the smallest service area of any television affiliate of your network?
3. Number of television sets
   A. Please indicate whether the number of television sets in the service area of the prospective television affiliate is a factor in awarding television affiliations.
   B. If the answer to (A) is "yes," please indicate the television affiliate of your network with the fewest television sets, giving the number of such sets.
4. Proximity to other television affiliates
   A. Please indicate whether proximity to another television affiliate of your network is a factor in awarding television affiliations.
   B. If the answer to (A) is "yes," please indicate
      (I) The minimum distance permitted
      (II) The maximum overlap permitted
5. If the criteria referred to in III 1 - III 4, are in any way interdependent, please explain in detail the nature of the interdependence.
6. Card rate
   A. Please indicate whether the card rate of the prospective television affiliate is a factor in awarding television affiliations.
   B. If the answer to (A) is "yes," please indicate the lowest card rate of any television affiliate of your network.
7. Please indicate what effect, if any, is given to the fact that the prospective television affiliate also owns one or more television stations in other communities which are television affiliates of your network.
8. Please indicate what effect, if any, is given to the fact that the prospective television affiliate operates on channels 7-13 rather than on channels 2-6.
9. Please indicate what effect, if any, is given to the fact that the prospective television affiliate operates on a uhf rather than a vhf channel:
   A. If no vhf television station is allocated to the community in which the uhf station is located.
   B. If one or more vhf television stations are allocated to that community, but no vhf station is yet in operation in that community.
   C. If one vhf station is in operation in that community.
   D. If two vhf stations are in operation in that community.
   E. If three vhf stations are in operation in that community.
   F. If four or more vhf stations are in operation in that community.
   G. In answering (A) through (F), please indicate what effect, if any, is given to the fact that a vhf station may not be allocated to or located in the same community as that in which the uhf station in question is located, but is allocated to or located in a nearby community. If any effect is given to that factor, please show with as much specificity as possible the criteria followed—e.g., distance, power, antenna height, etc.—in determining whether a television affiliation should be granted to the uhf station.
10. Please describe any other criteria which are utilized in the awarding of television affiliations by your network.

Top Rated in the Nation
A back-field must have split-second timing to be a winner.—Split-second control of all studio functions is assured when the Gates CC-1 console is doing your quarter-backing.
GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.

# TWO NEW UHF TVS GET FCC APPROVAL

## In other actions, protest by KLAS-TV Las Vegas against studio move by KLRJ-TV Henderson is denied.

TWO NEW uhf tv stations were approved by FCC last week, one a final decision to grant ch. 20 to WGMS Washington, D. C., and the other a non-hearing grant of ch. 79 at Toledo to Woodward Broadcasting Co., permittee of ch. 62 WCIO-TV Detroit.

The final ruling in the ch. 20 Washington case followed dismissal of a competitive bid by WEAM Arlington, Va. WGMS-TV is the second uhf permit in the National Capital, ch. 50 being granted earlier to WOOK there. Four vhf stations are operating there.

In other tv actions last week, FCC denied a protest by ch. 8 KLAS-TV Las Vegas, Nev., directed against a grant to ch. 2 KLRJ-TV Henderson, Nev., to move its main studio outside the city limits of Henderson and near Las Vegas [B•T, Sept. 27]. The two cities are about eight miles apart.

In a notice of proposed rule making to make uhf channel reallocations in the Miami area, FCC invited comments by Nov. 1 on a plan which would allow use of a common antenna "farm" in the Miami area and at the same time prevent intermodulation interference.

### Channel Substitutions

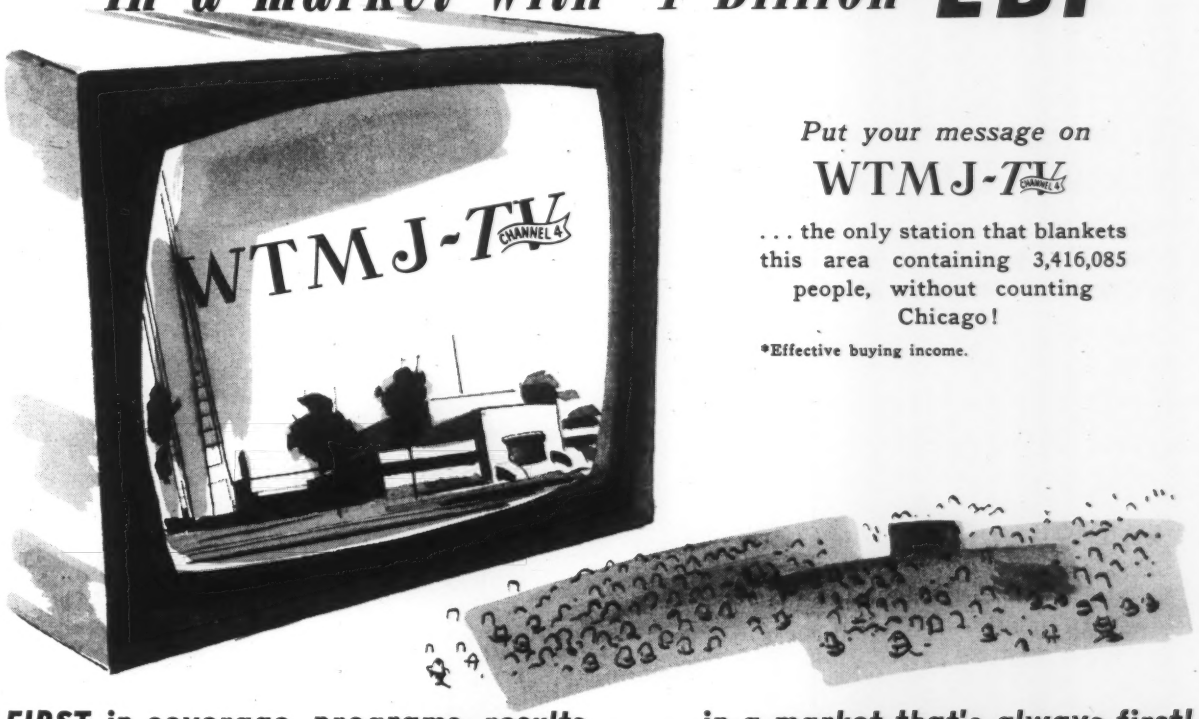
Based on a proposal by ch. 23 WFTL-TV Ft. Lauderdale, the substitute plan suggested by the Commission involves the substitution of ch. 39 for ch. 27 at Miami and exchange of ch. 27 for ch. 25 at BelleGlade. WMIE-TV would be ordered to show cause why it should not shift to ch. 39, according to the FCC proposal.

At the same time, FCC granted WFTL-TV a special temporary authority to move to the antenna farm north of Miami with increased power and antenna height. The farm was worked out with Civil Aeronautics Authority to keep high towers in one location in that area.

WFTL-TV, authorized on ch. 23 with 100 kw effective radiated visual power and antenna 270 ft. above average terrain at the site of WFTL-AM, under the STA is allowed to construct a new tower at the antenna farm with height of 856 ft. above average terrain and to use 195 kw ERP. Cost is estimated at $400,000.

WFTL-TV said NBC has recently agreed to sign a primary affiliation agreement provided the station can promptly improve its coverage there. Construction of the new tower is ex-

# *Fast way to win a foothold in a market with $4 Billion* **EBI***




*Put your message on*

WTMJ-TV

. . . the only station that blankets this area containing 3,416,085 people, without counting Chicago!

*Effective buying income.

***FIRST in coverage, programs, results . . . in a market that's always first!***

**Seven complete studios,** a mobile unit, and three microwave relay transmitters are ready to serve WTMJ-TV advertisers. In Wisconsin, only WTMJ-TV offers so much programming flexibility.

**Finest facilities,** and master technicians, mean outstanding quality in WTMJ-TV telecasts. 100,000 watts of power, transmitted from a 1,035-foot tower, assures good image within a 90-mile radius.

**Fast results** from WTMJ-TV programs give advertisers a real check on the station's performance. Today, WTMJ-TV is first in scheduled advertising, local and national, in Wisconsin.

There's no substitute for

WTMJ-TV EXPERIENCE

1st

- with seven years on-the-air experience in television.
- to transmit network color programs in Wisconsin.
- to originate local color broadcasts in Wisconsin.
- in the homes and hearts of the people of Wisconsin.

WTMJ-TV is the only television station in Wisconsin on the air for 115 hours per week . . . presenting local and basic NBC-TV network programs. Due to audience and advertiser demand, WTMJ-TV presents more programs than any other Wisconsin television station. Make it **your** station when you want results.

# WTMJ-TV CHANNEL 4

*The Milwaukee Journal Television Station*

*Represented Nationally by* Harrington, Righter and Parsons, Inc. New York • Chicago • San Francisco

TELEPHONE and INTERVIEW SURVEYS GIVE SAME ANSWER

KBIG delivers ALL Southern California at LOWEST COST PER THOUSAND

Two Radio Listener Surveys regularly measure Los Angeles and San Diego. Only FOUR stations register audiences in BOTH markets. KBIG is the only independent.

Whether you use the telephone or personal interview survey method, you'll find that average ratings divided by rates prove KBIG is your best cost per thousand buy.

Any KBIG account executive or Robert Meeker man will be glad to give you complete new market and survey data.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.




pected to be completed in about 12 weeks.

FCC made final its proposal to substitute ch. 19 for ch. 74 at North Adams, Mass., and modified the authorization of WMGT (TV) there accordingly. The lower uhf channel was requested by WMGT. The North Adams change also involves substitution of ch. 54 for ch. 19 at Utica-Rome, N. Y.; substitution of ch. 15 for ch. 19 at Portsmouth, N. H., and ch. 74 for ch. 33 at Bennington, Vt.

The Commission made final its proposal to change the offset carrier designations for ch. 11 at Fargo, N. D., to plus and at International Falls, Minn., to ch. 11 even, effective Dec. 1. Change was requested by ch. 11 KELO-TV Sioux Falls, S. D.

Petition of ch. 28 WNAO-TV Raleigh, N. C., to eliminate "commercial intermixture" of uhf and vhf channels in the Raleigh-Durham area was turned down by FCC. WNAO-TV had sought switch of the educational reservation in Durham from ch. 40 to ch. 11 and in Raleigh from ch. 22 to ch. 5. WTVD (TV) Durham is operating on ch. 11 and in Raleigh ch. 5 is in contest between WPTF and WRAL.

Ch. 34 KANG-TV Waco, Tex., was turned down in its petition requesting limited de-intermixture of vhf and uhf channels through substitution of ch. 66 for ch. 10 there. FCC also turned down KANG-TV's request for a stay of the initial grant of ch. 10 to KWTX.

## More Natvig Questioning Today in Lamb Renewal Case

FURTHER cross examination of Mrs. Marie Natvig by counsel for broadcaster-publisher Edward Lamb is scheduled today (Monday) before FCC Examiner Herbert Sharfman in the license renewal hearing on Mr. Lamb's WICU (TV) Erie, Pa. [B•T, Oct. 18].

Meanwhile, FCC last week advised Mr. Lamb that it will take no action on pending applications for renewal of license and sale of WHOO-AM-FM Orlando, Fla., "pending the outcome of the renewal hearing involving WICU."

Mr. Lamb has sold the WHOO properties for $295,000 to Mowry Lowe, former manager of WEAN Providence, subject to Commission consent [B•T, Sept. 6]. Mr. Lamb also is owner of WIKK Erie and WTOD Toledo. He holds permit for ch. 23 WMAC-TV Massillon, Ohio, and has contracted to buy ch. 47 WTVQ (TV) Pittsburgh. FCC also has withheld action on the applications to modify the WMAC-TV permit and to transfer WTVQ.

## Gazette Seeks to Exercise WGR-TV Option, Sell WHLD

FCC last week granted a request by Niagara Falls Gazette Pub. Co. (WHLD) for temporary waiver of Sec. 3.35 (duopoly) of the Commission's rules to permit it to exercise its option to buy 25% of the stock of ch. 2 WGR-TV Buffalo, subject to the condition Gazette dispose of WHLD within 90 days.

FCC refused to expedite action on a pending WHLD transfer application, which seeks approval for sale of the Niagara Falls station to Earl C. Hull for $5,000 [B•T, Oct. 18]. Mr. Hull is vice president of Gazette Pub. Co. in charge of radio.

Gazette acquires 25% of WGR-TV under the option agreement which was worked out in the merger of certain of the competing applicants for ch 2. at Buffalo. The agreement provides that in the event Gazette is sold by the Deuel family (see Alanson Deuel obituary, page 75), the Gazette's 25% interest in WGR-TV would be re-purchased by WGR Broadcasting Corp. or taken over pro-rata by the other parties to the original merger [B•T, April 19].

There are unconfirmed reports of negotiations by the Gannett broadcasting-newspaper interests for purchase of Gazette Pub. Co. Price has been estimated at $2.5 million.

# WJW SALE FILED FOR FCC APPROVAL

APPLICATION for the purchase of WJW-AM-FM Cleveland, Ohio, by Storer Broadcasting Co. from William O'Neil for $330,000 less "net quick assets" [B•T, Oct. 11] was filed with the FCC last week.

Purpose of the sale is to round out Storer's proposed Cleveland broadcast operation. Pending before the Commission is Storer's purchase of Empire Coil Co. with its ch. 8 WXEL (TV) Cleveland and ch. 27 KPTV (TV) Portland, Ore., for $8.5 million [B•T, Jan. 11]. Also pending before the FCC is Storer's sale of KGBS-AM-TV San Antonio, Tex., to the *San Antonio Express* for $3.5 million [B•T, April 12]. The WJW purchase is subject to the condition that the FCC approve the sale of the KGBS stations.

Sale of the KGBS stations is required in order to allow Storer to remain within the Commission's multiple ownership rule which limits a single owner to five vhf tv stations and two uhf tv stations. Other Storer-owned stations are WJBK-AM-FM-TV Detroit, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WSPD-AM-FM-TV Toledo, WGBS-AM-FM Miami and WWVA-AM-FM Wheeling, W. Va. All the tv facilities are vhf. Upon FCC approval of the KGBS and Empire Coil sales, Storer Broadcasting will then own one uhf and five vhf tv stations.

WJW is being sold by William O'Neil, brother of Thomas O'Neil, president and chairman of General Teleradio Inc. The agreement calls for payment to Storer by Mr. O'Neil of $47,184, representing advances of funds to him by WJW. Storer agrees to pay Mr. O'Neil $126,587, representing advances by Mr. O'Neil, his family and "affiliated company" to WJW.

## Four Tv Applications Filed in Active Week

FOUR applications for new tv stations—the largest number in any one week in recent months—were filed with the FCC last week.

• At Mayaguez, P. R., application for ch. 3 was submitted by Supreme Broadcasting Co., operator of WJMR-AM-TV and WRCM (FM) New Orleans. This is the third bid for the same facility and the second in as many weeks. The other two applicants are the only existing tv stations in Puerto Rico, ch. 4 WAPA-TV and ch. 2 WKAQ-TV.

• Ch. 13 at New Bern, N. C., is sought by Nathan Frank, president and owner of WHNC-AM-FM Henderson, N. C.

FCC, however, has proposed to shift the ch. 13 facility from New Bern to Princess Anne, Va., a county seat southeast of Norfolk [B•T, Sept. 27]. The Commission action was based upon the petition of ch. 27 WTOV-TV Norfolk [B•T, Aug. 30, April 5].

• At Rapid City, S. D., bid for the station on ch. 3 was filed by Black Hills Broadcasting Co. of Rapid City. Sole owner of Black Hills Broadcasting is Helen Duhamel, stockholder of KOTA Rapid City.

• At Fairbanks, Alaska, bid for ch. 11 there was filed by Northern Television Inc., operator of ch. 11 KTVA (TV) Anchorage.

## Services Vote 'No' To WSLA (TV) Tower

WAR between broadcasters and the military services hove into view last week when all three service members of the Washington Airspace subcommittee voted "no" to a request by WSLA (TV) Selma, Ala., to erect a 1,993-ft. tower near Sellers, Ala.

Vote came after an acrimonious exchange between military delegates of the subcommittee and Abiah A. (Bob) Church, NARTB attorney. Mr. Church insisted that reasons must be given for a denial of an application, but Army, Navy and Air Force representatives refused to specify their objections.

WSLA's request for Washington Airspace subcommittee approval came after the station had checked with aviation and military officials on two other sites. At the request of local aeronautical representatives, WSLA picked the Sellers site—four miles from the site of the 1,483-ft. tower of WSFA-TV Montgomery, Ala., now being built. The regional airspace subcommittee "reluctantly" approved this site and height.

Military members of the Washington subcommittee took the position that towers almost 2,000 ft. high were hazards to air navigation, no matter what the local airways and airports situation was.

WSLA attorney Eugene F. Mullin Jr. told B•T that the station intended to proceed with the filing of an application for the 1,993-ft. tower. This will put the question before the FCC, he pointed out, which has the right to determine on its own whether the proposed tower will be a hazard to airplanes. A hearing may be necessary, he surmised.

## FCBA Speakers Debate Repeal of Sec. 309 (c)

REPEAL of Sec. 309(c) of the Communications Act, the provision allowing economic protest of FCC television grants and other authorizations, was called for Thursday during debate at a luncheon meeting of the Federal Communications Bar Assn. at Washington's Willard Hotel.

Attorney Leonard H. Marks voiced the desirability of repealing the economic protest law, pointing out that other provisions of the Act allow the public and other interested parties to disclose to the Commission facts which might require reconsideration of a grant. He cited abuses not intended under Sec. 309(c), such as new stations delayed through protests based on insufficient grounds, and pointed out the delays have been costly to both the public and the permittee.

Benedict P. Cottone, former FCC general counsel and now in private practice, pointed out that under Sec. 309(c) emphasis has been misplaced upon the legal technicality of who is properly a "party in interest" with standing to protest. The real question, he said, is whether there are "substantial grounds" alleged in the protest so as to enable the Commission to decide to affirm or reconsider a grant.

## WCOV, KWTV (TV) Contest WSFA Sale to WKY Interests

APPLICATION for the sale of WFSA-AM-TV Montgomery, Ala., to the WKY Radiophone Co. (WKY-AM-TV Oklahoma City) for $562,600 and the assumption of more than $500,000 in obligations [B•T, Oct. 4] should be set for hearing, WCOV-AM-TV Montgomery, Ala., and KWTV (TV) Oklahoma City told the FCC last week.

Petition that the transfer be set for hearing was based on charges that the Oklahoma Publishing Co. *(Oklahoma City Daily Oklahoman* and *City Times)*, parent company of WKY, was a monopoly in Oklahoma City and practiced advertising and news discrimination against KWTV and other tv stations in that city. It also alleged that the two newspapers acted to restrain program sources from appearing on stations other than WKY-TV.

Among the instances given as examples of the alleged discriminatory practices, the document claims that the Oklahoma City newspapers never carried any news of KWTV's grant, construction or opening ceremonies, of its 1,571-ft. tower, of its color activities, or that it was carrying the Orange Bowl football games last fall. It also claimed that although all WKY advertising was carried on what it called the radio-tv page of the newspapers, KWTV and other station advertising was carried in other pages of the newspaper editions, and never on the so-called radio-tv page. It also charged that a local garden club and a college professor were warned by WKY that if they appeared on KWTV they would be barred from the WKY program schedule.

The document pointed out that R. F. Hudson Sr., vice president and 25% owner of WFSA properties, was also president and 60% owner of the *Montgomery Advertiser* and *Journal*.

Both the Oklahoma City newspapers discontinued free radio and tv logs in 1953.


The Money Machine

*A "stick" of fine cigarette-type tobacco*

Between August 16th and year's end, "Money Machines" will have made Eastern Carolina farm families richer by more than a **quarter billion dollars.**

The product of this fabulous machine is fine cigarette-type tobacco, of which Eastern North Carolina is the world's largest producer. By October 14th, a part of its golden harvest had already enriched our area by **$214,480,813.03.**

To reach the approximately 1,000,000 people in this prosperous region, **rely on WNCT**—the only television station covering the entire market. A vigorous merchandising-minded operation, WNCT will appreciate the opportunity to work with you in **building your sales in "Tobaccoland"** . . . home of the Money Machines.

**Set count now nearly 90,000**

PRIMARY CBS AFFILIATE **WNCT** Greenville ★ N. C. channel 9

Operating on 100,000 watts full time

A. Hartwell Campbell, General Manager

JOHN E. PEARSON CO., NAT'L. REP. • JAMES S. AYERS, S.E. REP., ATLANTA

# 'FOOTNOTE 10' DIES, TV BACKLOG ENDS

"FOOTNOTE 10," the well-known appendage to Sec. 1.371 of FCC's rules governing the temporary processing of post-freeze television applications, was kicked out of existence last week as the Commission announced it will begin processing of new tv applications in the order in which they are filed.

FCC also announced it now will consider applications by existing tv stations to change their channel assignment, provided the requested channel is allocated there.

The Commission action signals the official end of the backlog of new tv bids after lifting of the four year freeze in April 1952. FCC has been current in processing new applications, however, for some months. The Commission also is up to date in designating for hearing all pending mutually exclusive bids for the same channel, it was indicated.

In deleting Footnote 10 to Sec. 1.371 of its rules, FCC added the following:

Sec. 1.378. *Procedure for processing applications for Television Broadcast Stations.* The following procedures shall apply with respect to the processing of applications for television broadcast stations and for the designation for hearing of such mutually exclusive applications.

(a) Applications for television stations will be processed in the order in which they are accepted for filing.

(b) Regardless of the number of applications filed for channels in a city or the number of assignments available in that city, those applications which are mutually exclusive, i.e., which request the same channel, will be designated for hearing. All other applications for channels will, if the applicants are duly qualified, receive grants. For example, if Channels 6, 13, 47 and 53 have been assigned to City X and there are pending two applications for Channel 6 and one application for each of the remaining channels, the latter three applications will be considered for grants without hearing and the two mutually exclusive applications requesting Channel 6 will be designated for hearing. If there are two pending applications for Channel 6 and two applications for Channel 13, separate hearings will be held.

(c) Where applications are mutually exclusive because the distance between their respective proposed transmitter sites is contrary to the station separation requirements set forth in Sec. 3.610 of the Commission's rules, said applications will be processed and designated for hearing at the time the application with the lower file number is processed. If the question concerning transmitter sites is resolved before a decision is rendered in the matter, the application with the higher file number will be returned to its appropriate place on the processing line. In order to be considered mutually exclusive with a lower file number application, the higher file number must have been accepted for filing at least one day before the lower file number application has been acted upon by the Commission. If the lower file number application is in hearing status at the time the higher file number application is accepted for filing, the 60-day cut-off date specified in Sec. 1.387(b)(3) will be applicable.

(d) Where a mutually exclusive application on file becomes unopposed, or where an amended application or a new application is filed in place of the several competing applications and the applicant formed by such a merger is completely or substantially the same parties as the parties to the original application or applications, the remaining application may be available for consideration on its merits by the Commission at a succeeding regular meeting as promptly as processing and review by the Commission can be completed.

Sec. 1.304 of the rules was amended by the addition of the following sentence:

An application for a television broadcast station must request a specific channel provided for in Table of Assignments (Sec. 3.606) for the city in which the applicant proposes to construct a station.

## Uhf KETX (TV) Tyler Quits

UHF ch. 19 KETX (TV) Tyler, Tex., last week informed the Commission that it would suspend operation yesterday (Sunday). This is the 19th post-thaw tv station to suspend operation and retain its permit. KETX suspended earlier this year following a labor dispute and several creditor suits. The station resumed operation under the personal management of its owner, Jacob A. Newborn Jr., and was reportedly operating "in the black" at that time [B•T, May 3].

Mr. Newborn has pending before the Commission a petition to shift vhf ch. 9 from Lufkin, Tex., to Tyler. Mr. Newborn's petition said that continued operation on uhf ch. 19 KETX is "hopeless" and that he faces bankruptcy unless he obtains a vhf outlet.

## 'Few Controls as Possible' Urged by New FCC Chairman

"MY FIRM conviction is that government should exert a minimum of interference with the lives and fortunes of its citizens," FCC's new chairman, George C. McConnaughey, stated Thursday night in an address on Thomas Edison's invention of the electric light.

Speaking of the progress in the electrical world since Mr. Edison's discovery, Chairman McConnaughey noted the newer field of electronics and radio-tv communication with its problems of government regulation. He addressed the Light's Diamond Jubilee Civic Banquet, Nela Park, Cleveland.

Mr. McConnaughey explained that if he didn't believe "some" government controls are necessary, "I can assure you in all honesty that I would not have accepted my present job [FCC], the one that preceded it in Washington [chairman, Renegotiation Board], or my former position as chairman of the Ohio Public Utilities Commission. Yet I can in equal honesty say that I believe in having as few government controls as possible."

Chairman McConnaughey indicated it is his belief, "based on experience and observation in Ohio and in Washington, that government should exert the least possible interference with the great *productive energies* of business in all its phases. What 'the least possible interference' involves is a tough problem for both legislators and regulators to decide. It is perhaps especially difficult in public utility control."

Turning to FCC problems, Mr. McConnaughey cited the growth of national defense communication needs, not expected when the Commission was established 20 years ago.

"We now know," he said, "that the greater the advance in electronics, the more controls will be needed in this field of national defense. The bigger the role that defense considerations play, the more wisely the Commission must function."

"We must serve the public interest in many different ways, not only by regulating, but by cooperating with those whose activities in electrical communications place them under our jurisdiction."

## WHIS Favored for Ch. 6, Seeks Early Final Grant

INITIAL decision proposing to grant ch. 6 at Bluefield, W. Va., to WHIS there was issued last week by FCC Examiner Hugh B. Hutchison. Action followed withdrawal by Southern West Virginia Television Inc. of a competitive application for the same channel.

WHIS has announced it will petition FCC to make the initial ruling effective immediately. The initial decision normally becomes effective in 40 days unless there is a protest.

WHIS is licensed to Daily Telegraph Printing Co., owned by H. I. Shott and family. Southern West Virginia Television includes part owner N. Joe Rahall, president of WKAP Allentown, Pa.


*Our favorite haunts. . .*

*are stations where the*

SESAC *Transcribed Library*

*is "sweeping up"*

*profits for*

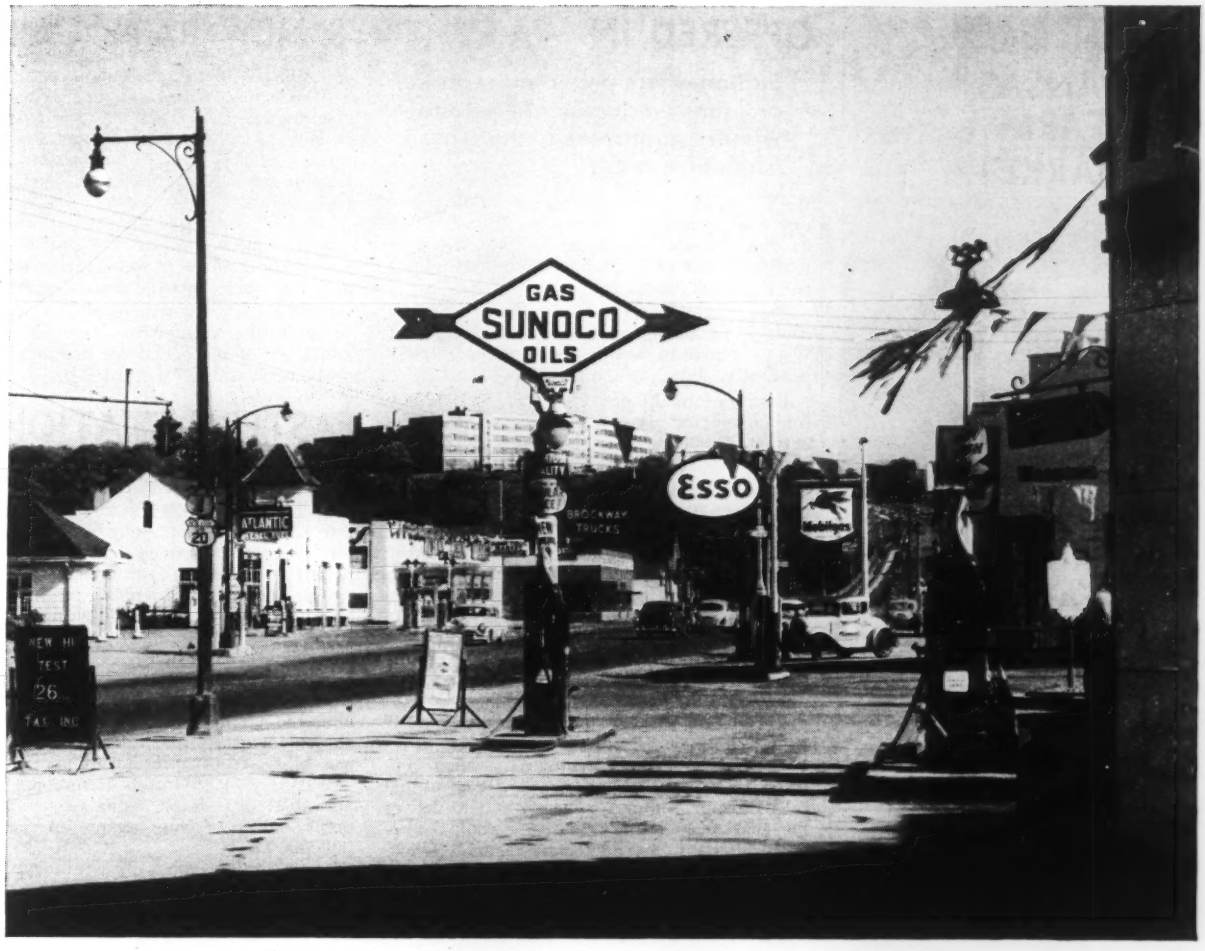
*broadcasters*

*every day.*

The SESAC Library is **lowest in cost** for a **complete** Program Service.

**SESAC Inc.,** 475 Fifth Avenue, New York 17, N. Y.

*"The Best Music in America"*




## Suppose Gasoline Refiners and Retailers Couldn't Adjust Prices to Meet Market Conditions

Because of intense competition at all levels in the oil industry—from refining through retailing—American motorists get better service from their local gas stations and derive more efficiency from the gasoline they use than any other motorists in the world.

Individual petroleum companies and individual gasoline retailers are free to adjust prices to meet seasonal fluctuations in demand for their product—or to counter local or regional competitive situations.

But the railroads—with petroleum purchases totaling about $400 million a year, making them one of the oil industry's biggest customers—do not have the same freedom. Archaic regulations, most of them established when the railroads were practically a monopoly, are ill-adapted to today's highly competitive situation in the transportation industry.

These regulations deprive the railroads of the price flexibility essential to meet today's market conditions and competitive situations.

For example, last year one group of railroads was refused the right to *lower* rates on canned goods to meet the competitive highway situation—on grounds that reduced rates would not add to revenues. At about the same time, another group of railroads was forbidden to *raise* rates on fresh vegetables on the grounds that, even though they were losing money hauling them, they were making a net profit from their overall business.

The confusion and losses resulting from such regulation have proved harmful to the railroads operating in the highly populated, industrialized East.

These roads believe they could operate more soundly—and serve industry and the public better—if the regulations affecting them were modernized and brought into line with conditions as they exist *today* in the transportation industry... Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

*Rep. Capper Publications, Inc.*

WHLI

THE LONG ISLAND STORY

DOMINATES

Long Island's Big, Rich

NASSAU COUNTY

* * *

$176,988,000

AUTO STORE SALES

(Sales Mgt.)

* * *

WHLI has a larger daytime audience in the Major Long Island Market than any other station. (Conlan)

"THE VOICE OF LONG ISLAND" AM 1100 WHLI FM 98.3 HEMPSTEAD, LONG ISLAND, N. Y.



# GUARANTEED CIRCULATION WITH REBATES OFFERED IN WATV (TV)'S NEW RATE CARD

**Station offers pro-rated rebate or time equivalent refund where guaranteed audience isn't delivered.**

WATV (TV) Newark, releasing its first new rate card since 1952, announced Thursday that its rates would guarantee its advertisers a maximum cost of $1.25 per commercial minute per thousand homes delivered.

The station said this was "an entirely new concept in media marketing," and part of WATV's drive to become the "dominant" independent tv station in the New York market.

Basic rate of the new card (No. 5) is $2,000 for an hour of class A time compared to the current $1,000 rate for that period. The new card is effective Nov. 15.

Other guarantees, on the same basis, are 75 cents for 20-second announcements and 45 cents per 10-second announcements. All program time, according to the station, will be computed on the basis of the number of commercial minutes permitted in each time segment.

WATV said that "actually, these new rates require the station to deliver a 6. rating in A time, a 4.5 rating in B time, a 3. rating in C time and a 2.2 rating in D time.

The station said that in case of "deficiencies" in these ratings, the advertiser may elect to receive a cash or time credit. At a news conference, Bertram Lebhar Jr., vice president and sales director, said if a program fails to deliver the guaranteed rating, the client would be rebated money or the equivalent in time, whichever the sponsor prefers.

For example, if a program in B time, sold on the basis of delivering a 4.5 rating, over a period of a month's time came up with a 4.0 rating, WATV would refund $166.66 or its equivalent in B time. This is figured on the basis of $1,500 per hour for class B time under the new rate card. Other hourly rates in time periods are: $1,000 for class C, $750 for class D, $400 for one-minute of class A time.

WATV at present is serviced by Telepulse and the station apparently plans to use its ratings for the "guarantee" system.

The new rate card is effective at the same time the station will increase its maximum ERP to 316 kw which, according to WATV, will send its ch. 13 signal into more than 4,250,000 tv homes in the New York metropolitan area. (The station has been transmitting from atop the Empire State Bldg. since last November.)

Mr. Lebhar said although audience guarantees will be predicated upon each ensuing monthly rating, "advertisers are invited to 'outguess the experts.' They may buy availabilities on WATV on the basis of the last previous ratings and may pay prices in accordance with these ratings for a maximum period of 13 weeks."

Mr. Lebhar asserted the new rate card would take the "guess and gamble" out of tv time-buying and replace it with "the guarantees of newspaper and magazine circulation."

Mr. Lebhar said, "where periodicals guarantee only the circulation, we guarantee the equivalent of the actual readership of the advertisement."

## Barker Named to WWKO Post

JOSEPH H. BARKER, formerly sales manager for WETZ New Martinsville, W. Va., has been named West Virginia sales manager for WWKO Ashland, Ky., according to an announcement by Charles F. Trivette, president of the station. Prior to his association with WETZ Mr. Barker had served with Storer-owned WWVA Wheeling, W. Va.

MR. BARKER

# EASTERN STATIONS HINDERED BY HAZEL

HURRICANE HAZEL's fury disrupted radio and tv transmission along the eastern coast, forced stations to extend their schedules beyond sign-off to broadcast late forecasts and damage reports and prompted a public service campaign by Canadian stations to aid storm victims.

Network staffs were alerted "just in case," but coverage was not extensive.

WPTF Raleigh, N. C., fed comprehensive reports to stations in a dozen states and Canada until the 90-mile-an-hour winds cancelled operation for nearly four hours. WHNC Henderson, N. C., reported loss of its tower.

WEVC (TV) Norfolk-Hampton, Va., was not able to transmit from Friday afternoon until Sunday evening because of the damage inflicted.

Seven radio stations in Washington, D. C., suffered loss of electric power and three others were plagued by spasmodic interruptions to service. Some stations operated from emergency power supplies. Two tv stations were knocked off the air and personnel on the top floor of WTOP-TV were evacuated when it was feared that the tower might fall victim to the high winds.

WBAL Baltimore went on standby power to continue operations and aired reports from WMFD Wilmington and WMBL Moorehead City, both N. C.

In New York City WOV and WINS suspended temporarily when their permanent transmitters were damaged at the winds highpoint.

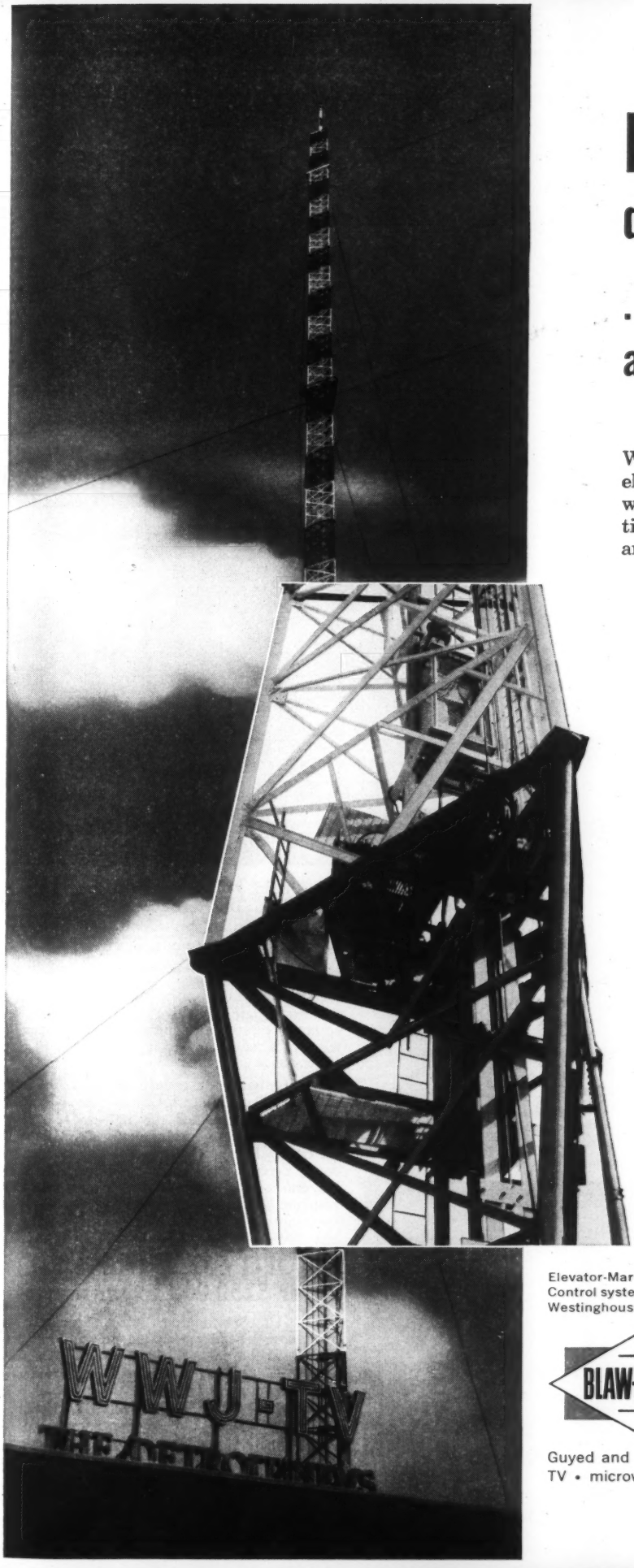
In upstate New York the 491-foot tower of WTVE (TV) Elmira was blown down, threatening to keep the station off the air for a month. WDLA Walton lost its 200-foot tower, but quickly substituted a horizontal, inverted "L" copper antenna and missed only one day of broadcasting. WELM Elmira had to resort to auxiliary power from its transmitter to continue operating.

Increase in power at WICH Norwich, Conn., has been delayed because Hazel demolished a partially completed tower at the station. Although the falling tower did not hit the other towers or the studios, damage was estimated at $7,000.

CKLB Oshawa, Ont., Canada, left the air because of power failure.

WMYB Myrtle Beach, WBTW (TV) Florence and WCSC Charleston, all S. C., WBTV (TV) Charlotte, WFMY (TV) Greensboro, WRRF Washington, all N. C., WSVA Harrisonburg, Va., WVCH and WPWA both Chester, Pa., WQAN and WEJL (FM) both Scranton, Pa., WPTZ (TV) and KYW, both Philadelphia,

*(Continued on page 75)*




# BLAW-KNOX tower designed and fabricated

## . . . . to accommodate special automatic two-man elevator

When WWJ-TV, Detroit, wanted an automatic elevator in their new tower, Blaw-Knox went to work on the design of the tower . . . in close cooperation with the manufacturers of both the elevator and the control system.

The result is this tremendous triangular tower . . . 14 feet on each side, 1063 feet high and weighing 265 tons . . . with special structural features to rigidly support both the 102 foot antenna and the automatic elevator.

Ready accessibility to any part of the tower up to the 980 foot level is provided by special design, completely enclosed automatic elevator. It can be stopped by the operator at any level by means of low frequency inductive carrier control. In addition an auxiliary pushbutton station, located at the lower landing, permits manual control at that point. The two controls are interlocked so that only one can be operated at a time. A telephone provides ground-to-car communication.

The advanced design and fabrication of this tower for WWJ-TV typifies the kind of service which Blaw-Knox offers you . . . to meet *your* specific requirements.

For more complete information on all types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

**BLAW-KNOX COMPANY**
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
**PITTSBURGH 38, PENNSYLVANIA**

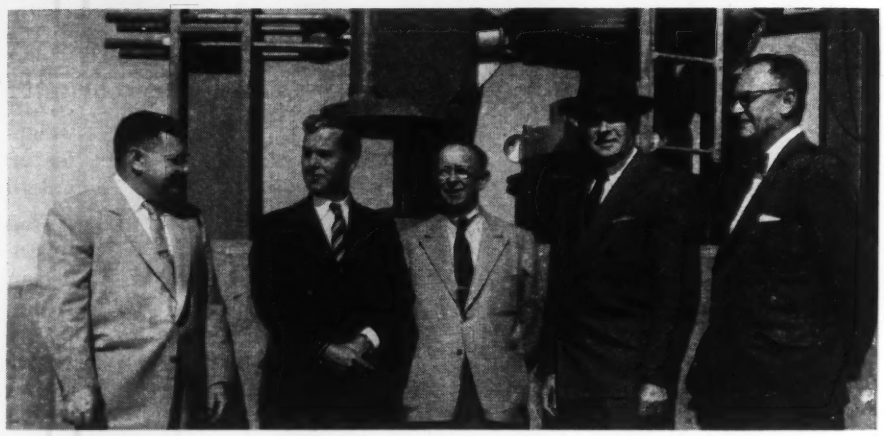
Elevator-Marshall Elevator Company, Pittsburgh, Pa.
Control system—Union Switch & Signal Division of Westinghouse Air Brake Company, Wilmerding, Pa.

BLAW-KNOX **ANTENNA TOWERS**

Guyed and self-supporting — for AM • FM
TV • microwave • communications • radar

AGENCY executives who place millions in tv time were among those who attended formal dedication of KWTV (TV) Oklahoma City Oct. 16. The CBS ch. 9 outlet, featuring the "World's Tallest Tower" (1,572 ft.), represents an investment of $2,500,000. It began interim operation last Dec. 20.

Photographed at the tower base are (kneeling) Penelope Simmons, Foote Cone & Belding, New York, and Edgar T. Bell, KWTV-KOMA general manager. Standing (l to r): Eddie Coontz, KWTV m.c.; W. J. Knodel, Avery-Knodel, Chicago; Ed Fitzgerald, J. Walter Thompson, Chicago; Clyde Melville, Avery-Knodel, Dallas; Bill Thomas, J. Walter Thompson, New York; Art Sherin, Avery-Knodel, New York; B. P. Timothy, Avery-Knodel, Chicago; Wendall Moore, Grant, Detroit; Edward P. Shurick, CBS TV New York; Newman McEvoy, Cunningham & Walsh, New York; Ruth Jones, Compton, New York; Chet Slaybaugh, Ted Bates, New York; Frank Silvernail, BBDO, New York; Dan Byrd, Ideco, Columbus, designers of the tower; Mrs. Edgar T. Bell; Lew Avery, Avery-Knodel, New York; Bert Lown, CBS-TV, New York; Fred Vance, KWTV sales manager; Lewis J. Nelson, Geoffrey Wade, Chicago; John J. Flannigan (almost hidden), McCann-Erickson, New York; Johnny Carson, CBS-TV, Hollywood; Ken Carson, CBS-TV New York *(Garry Moore Show)*, and Gene Riesen, sales manager, KOMA.



BRASS at KWTV (TV) dedication (l to r): John Griffin, Muskogee, chairman of the board and president of KOMA Inc.; FCC Comr. John C. Doerfer; Edgar T. Bell, general manager of KWTV (TV) and KOMA; Roy J. Turner, president and former governor of Oklahoma; James C. Leake, Muskogee, board member, both stations.

## J. C. Hetherington Retires After 15 Years With Blair

RETIREMENT of J. Chris Hetherington, manager of the St. Louis office of John Blair & Co., effective Jan. 1, is being announced today (Monday) by John Blair, president of the radio representative firm.

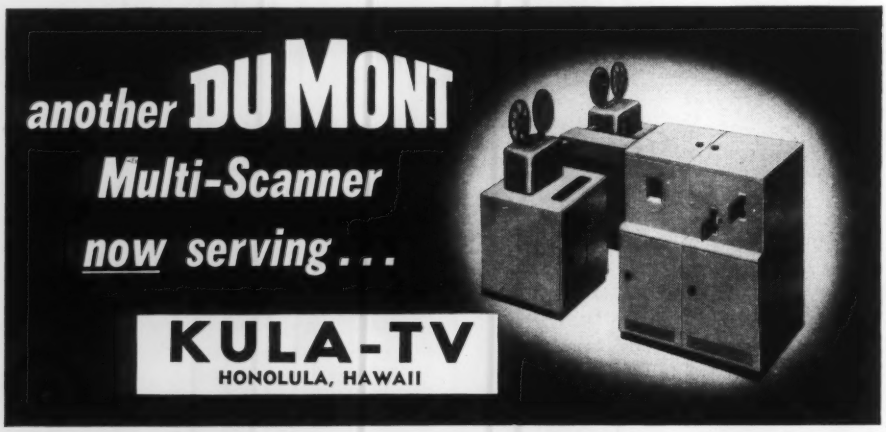
Mr. Blair said Mr. Hetherington, who managed the St. Louis office the past 15 years, is the first Blair executive to retire under the company's retirement pension plan. Appointment of a new manager is expected in 10 days to two weeks.

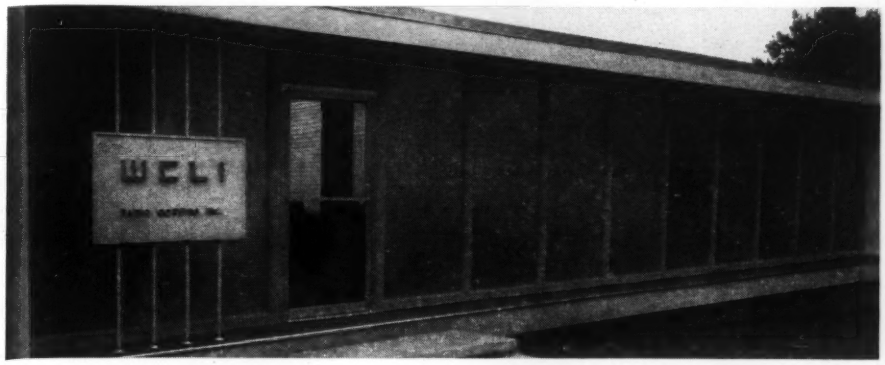
Mr. Hetherington opened the St. Louis office in September 1939, after being associated with CBS as salesman for the network's Chicago station WBBM and sales manager of KMOX St. Louis. During that interval he was also account executive for International Radio Sales. He entered the advertising business in 1919 with the *Chicago Tribune* and was general advertising agent for the Wabash Railroad.

## WTOP-TV Goes to 316 Kw After $250,000 Expansion

WTOP-TV Washington, D. C., recently increased its effective radiated power from 54.9 kw to maximum 316 kw, George Hartford, vice president for television of WTOP Inc., has announced. The changeover, which cost an estimated $250,000 and will add $50,000 to the station's yearly maintenance costs, is expected to make the station's signal available in an area of 14,900 square miles in Virginia, West Virginia, Maryland and Pennsylvania.

The station estimates that 646,900 sets are now able to pick up its signal.




NEW HOME of WCLI Corning, N. Y., the "House of Glass," was opened Oct. 17.

*(Continued from page 72)*

WRCA-AM-TV and WPIX (TV) both New York city, and WDRC Hartford, Conn., reported program changes to accommodate bulletins on road conditions, storm warnings, school closings, and reports from other official agencies. Some stations reported mobile units in action during the height of the blow.

Other special storm-progress reports were fed to distant stations by WFMC Goldsboro, N. C., WKLV Blackstone, WJMA Orange, WFVA Fredricksburg, all Va., WFMD Frederick and WJEJ Hagerstown, both Maryland.

Soon after Hazel subsided, Ontario stations CHCH-TV, CKCO, and CHML, all Hamilton, CHNO Sudbury, CBLT (TV), CBL, and CJBC, all Toronto, combined to put on marathon programs in an effort to raise $10 million for flood relief work. Three days later $250,000 had been donated.

## Alanson Deuel Dies At 80; WHLD Founder

ALANSON C. DEUEL, 80, sole owner of the *Niagara Falls Gazette* and founder of WHLD Niagara Falls, N. Y., died at his home Tuesday. A civic and business leader, his passing was noted by Gov. Thomas E. Dewey who said he was a man "beloved and respected as the venerable and vigorous publisher of a fine newspaper whose 100 years of conscientious service to the people he had come to symbolize."

Mr. Deuel started his career with the *Gazette* in 1895 when he was put in charge of its printing department. After service in the Spanish-American War, he became business manager of the paper and in 1906 was elected president and treasurer. In 1911 Mr. Deuel acquired control of the paper and became its publisher.

Mr. Deuel is survived by his wife, Helen.

## Henry to Join Boston Applicant

MICHAEL HENRY, general manager of WKOW-AM-TV Madison, Wis., has resigned effective Dec. 31 to accept a similar post with Greater Boston Television Corp., applicant for ch. 5 in Boston, in which he is an officer and stockholder. He tendered his resignation months in advance of the effective date to enable Monona Broadcasting Co. to select a successor, according to Stewart Watson, Monona president. Ben Hovel, who joined WKOW-AM-TV as commercial manager Aug. 15, will assume the duties of general manager, Mr. Watson added. Mr. Henry and his wife will leave in late January for a five-month cruise around the world.

## WCLI-AM-FM Dedicate New 'House of Glass' Quarters

WCLI-AM-FM Corning, N. Y., held open house Oct. 17 to dedicate its new studio-office building, the "House of Glass." Built at a cost of about $34,000, the two level structure has a total of 2,500 sq. ft., Gordon M. Jenkins, president and general manager, has reported.

The Corning Glass Works presented the ABC-affiliated station with a photosensitive glass plaque listing all the uses of glass in the new building. A mailing piece, the *WCLI Transmitter*, is being sent to 5,000 advertising and agency people, Mr. Jenkins said.

## KAKE-TV Goes on Air, Brings Tv Total to 412

KAKE-TV Wichita, Kan., first vhf but second tv there, began regular programming last Tuesday affiliated with ABC, according to an announcement by Martin Umansky, general manager. The ch. 10 station is operating at full 316 kw from a 1,079-ft. tower, Mr. Umansky said. George P. Hollingbery Co. is representative.

The number of operating tv stations now stands at 412.

Reports from other stations:

KTLJ-TV Houston, Tex., has switched call letters to KTRK-TV and is scheduled to begin commercial operations in December. The ch. 13 outlet has appointed William Bennett commercial manager. Blair Tv is national representative. John T. Jones Jr. is president of Houston Consolidated Tv Co., KTRK-TV licensee.

MR. BENNETT

WQXI-TV Atlanta, owned by Robert W. Rounsaville, plans to begin programming Nov. 21, Pat Kelly, production and promotion, has reported. Test patterns began Oct. 13. The ch. 36 outlet is entering a market with three established vhf stations.

Daily Telegraph Printing Co. (WHIS), Bluefield, W. Va., which last week was favored in an initial decision for ch. 6 there, is looking forward to a prompt final grant and hopes to be on the air by Christmas. Call letters will be WHIS-TV and representative, The Katz Agency. Hugh Shott is president and P. T. Flanagan general manager.

*Sorry, Joe Floyd...*

*but* we're crowding you out of the ad to make room for the big news about your

**NEW POWER**

Yes, Floyd's KELO-TV is

***now* 216,000 WATTS**

. . . and lighting up new sets like mad in a wide-radius virgin territory . . . to make even more spectacular KELO-TV's thorough coverage of the prosperous Greater Sioux Empire.*

* South Dakota, Minn., Iowa

KELO's presently operating sports "off the air" pickup turns to inter-connecting cable as of Nov. 15th.

**KELO TV** *and Radio*

**Channel 11 – Sioux Falls, S. D.**

JOE FLOYD, *President*

*NBC (TV) PRIMARY*

ABC • CBS • DUMONT

*NBC (Radio) Affiliate*

# BITNER RAISES TOP OFFICIALS

**Harry Bitner Sr. elected board chairman of three stations with Harry Bitner Jr. becoming president of the outlets.**

ELEVATION of Harry M. Bitner Sr. to be chairman of the board and Harry M. Bitner Jr. to be president of the Bitner-owned radio and tv properties in Indianapolis, Grand Rapids, and Flint, Mich., was announced last week. The senior Mr. Bitner had been chairman of the Indianapolis stations, and president of the Grand Rapids and Flint stations. Mr. Bitner Jr. had been president and general manager of the Indianapolis stations and vice president of the Grand Rapids and Flint stations.

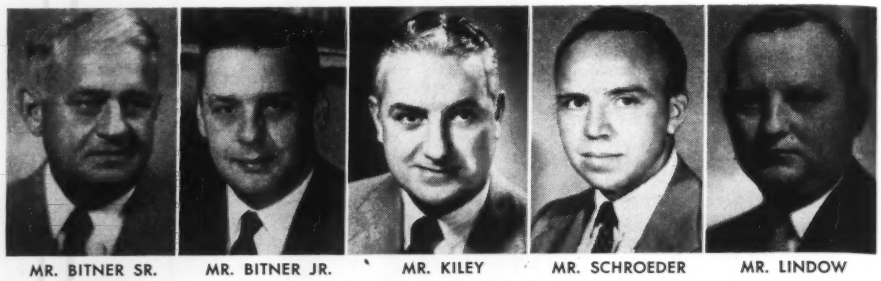
Other promotions:

In Indianapolis, William F. Kiley, commercial manager of WFBM-AM-TV, was named vice president and general manager. Mr. Kiley is a 25-year veteran with the Indianapolis stations.

In Grand Rapids, Mich., Willard Schroeder, general manager of WOOD-AM-TV, becomes vice president and general manager of the stations. Mr. Schroeder has been with the Bitners for five years.

In Flint, Mich., Lester W. Lindow, general manager of WFDF, becomes vice president and general manager. Mr. Lindow has been with the station for six years.

The Bitners also own WEOA Evansville, Ind., with Don Menke as general and commercial manager.



MR. BITNER SR. MR. BITNER JR. MR. KILEY MR. SCHROEDER MR. LINDOW


BMI "Pin Up" Hit

WHITHER THOU GOEST

RECORDED BY

LES PAUL & MARY FORD . Capitol
MARION MARLOWE . . . Columbia
RITA ROBBINS . . . . . Victor
O. B. MASSINGILL & ORCH. . . Epic
LAURIE LOMAN . . . . . Century
GEORGE MORGAN & ANITA KERR SINGERS. Columbia

PUBLISHED BY
BRENNER MUSIC, INC.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL


## Meredith Revenue Hits $5.2 Million

RADIO AND TV broadcasting revenues of the Meredith Publishing Co. stations totaled $5,236,736 for the year ended June 30 compared to $3,774,386 the previous year, according to the company's fiscal year statement. Addition of new broadcasting properties during the year contributed to the increase. The radio-tv revenue was 12.7% of the company's $41,298,782 total.

Additions during the year included $2,008,000 of broadcasting plant and equipment acquired through purchase of KCMO-AM-FM-TV Kansas City and WHEN Syracuse (radio). An increase in depreciation and amortization was said to reflect the higher obsolescence rate on investments in broadcast equipment and the high amortization of contracts and tower leases acquired in purchase of stations. There is need for ample liquid resources in anticipation of the high obsolescence rate of certain high-cost electronic equipment, according to the report.

Meredith broadcast properties in addition to those mentioned above include WHEN-TV Syracuse; WOW-AM-TV Omaha, and KPHO-AM-TV Phoenix.

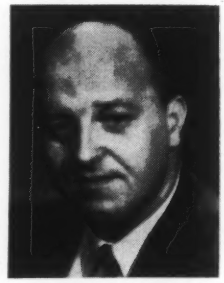
## WTVP (TV) Boosts Power

WTVP (TV) Decatur, Ill., announces an increase in power from 17.1 kw to 213 kw, effective last Tuesday. The station claims the power boost will increase its coverage to a 55 mile radius of Decatur and will up its set count from 92,000 to 140,000 sets. At the same time, WTVP announced a rate increase to $300 for one hour Class A, effective Oct. 15.

### STATION PEOPLE

**Robert Moran** appointed general manager, WBEL Beloit, Wis.

**Jack McLean,** sales manager, WJPS Evansville, Ind., appointed general manager.



MR. McLEAN

**Jean Paul King,** formerly general manager, KLAS-TV Las Vegas, to KORK there as station manager.

**J. W. Denniston,** Iowa sales manager, Wembley Inc., New Orleans, appointed to newly - created post, local sales manager, KSO Des Moines, Iowa.

**Harry H. Foster,** formerly sales account representative, WCAE Pittsburgh, to WFPG-AM-TV Atlantic City, N. J., as assistant to general manager.

**Mervin B. France,** of Cleveland, and director of various corporations, elected director, Storer Broadcasting Co.

**Lloyd Webb,** salesman, WAIT Chicago, promoted to sales manager.

**Benton Paschall,** station representative, Hollywood, appointed L. A. sales manager, KCBQ San Diego.

**Charles A. Brailer,** asst. program director, WOL Washington, D. C., to Voice of America, same city, as program director and night supervisor, Far Eastern division.

**William P. Davey,** formerly merchandising manager, *Des Moines Register* and *Tribune,* Des Moines, Iowa, to KSTP-AM-TV Minneapolis-St. Paul, as promotion manager.

**Paul Beigel,** WMGM New York, appointed traffic manager.

**John P. Culver Jr.,** WFLN (FM) Philadelphia, promoted to operations manager.

**R. W. Kirkpatrick,** program director, WPAG-TV Ann Arbor, Mich., to WEAT-TV West Palm Beach, Fla., as operations manager.

**Larry Rasco,** news announcer, KRLD-AM-FM-TV Dallas, Tex., appointed news and special events director.

**Lyle R. Richardson,** sales manager and sports director, KGFW Kearney, Neb., to KBON Omaha, as sports director and account executive.

**Chuck Muller,** formerly farm program director, WJPS Evansville, Ind., to KOA Denver as farm service director.

**Burke Waters,** formerly with KQV Pittsburgh, to WSTV-TV Steubenville, Ohio, as sales service representative in Pittsburgh.

**Dorothy Kimbell,** formerly with Leo P. Botts Adv., Chicago, to WLBK De Kalb, Ill., as assistant copy editor.

**Thomas Earley Jr.,** program director, WAEB Allentown, Pa., to WIP Philadelphia as assistant program director; **Perc Bowker** to sales staff, WIP.

**Carl Erskine,** pitcher, Brooklyn Dodgers, to WCBC Anderson, Ind., as conductor, *The Anderson Sports Special.*

**Dave Manning,** free-lance radio-tv announcer, Hollywood, to KGFJ there as disc m.c., *4 O'Clock Beat.*

**Richard Lewellen,** salesman, Charles Antell Formula No. 9 radio-tv commercials, to KCOP (TV) Hollywood as host-m.c., five-weekly *4 O'Clock Matinee.*

# CHANGED PATTERN HAS BEEN DICTATED FOR RADIO NETWORKING—MBS' O'NEIL

## At RTES testimonial luncheon, marking Mutual's 20th birthday, MBS' president recalls that past procedures were successful for networks but that new factors call for reappraisal of operations.

PERHAPS not even a single network, operating as a monopoly in the U. S., could economically do so if it operated as radio networks have been operating in the past, MBS President Thomas F. O'Neil indicated last week.

Mr. O'Neil spoke at last Tuesday's testimonial luncheon given MBS on its 20th birthday by the Radio & Television Executives Society at the Hotel Roosevelt in New York. Fulton Lewis jr., MBS news commentator, spoke in place of the originally - scheduled Gabriel Heatter.

MR. O'NEIL

Mr. O'Neil discarded an earlier prepared speech which he said had been "somewhat nostalgic, about the achievements of MBS over the past 20 years" and launched his talk on radio's survival because "recent developments in our trade" might provoke the cynical to refer to Mutual's 20th birthday while asking the question: "How long do you think they or any other radio network can escape obsolescence and the oblivion that attend it?"

### Tv Primary Problem

Admitting "the hue and cry indicates that the radio network business as such is being subjected to a shakedown that will shiver its timbers," Mr. O'Neil said:

"How does this reappraisal come about? Television seems to be the primary problem in radio as in other media. Various prognosticators, whether expert or laymen, have sounded the death knell of radio itself while the more conservative have confined their direful predictions to embrace that of network operations alone. You can count myself among these if you will qualify this statement.

"As early as 1952, I made the statement that four radio networks operating as they have in the past are economically unfeasible, and I would like to repeat that statement today. And I might even revise it so that it would now state that two, or maybe even one radio network, operating as they have in the past, are economically unfeasible. The qualifying statement of 'in the past' changes the whole complexion of this statement, and I believe sounds the keynote of radio networks' future objectives.

"We have to bury the past. This means a reappraisal on the basis of where our listeners are, what type of people are included in these listeners and what have been their changing listening patterns because of the inroads of television."

Along this line, Mr. O'Neil cited the Ward survey for MBS [B•T, Oct. 4], asserting the appraisal should not be confined to networks but also encompass advertisers, agencies and stations.

A month ago, Mr. O'Neil had asserted in an interview, broadcast by Mutual, that radio network programming will continue to change as listening patterns change and that MBS expects to guide its future programming course by the results of the Ward survey [B•T, Sept. 20].

He told the radio-tv executives that MBS, which "will prevail for many more 20 year spans" will have "little resemblance [in the future] to the operation that has existed and done so well in the past."

Mr. O'Neil said, "I do not mean to disparage the philosophy of operations of the past. Horses and buggies, and cars without hydramatic drive, were fine in their day. In fact, I would say that if we had anything to do with drawing the blueprint of operation in the twenties and thirties, it would have been done the same way because the conditions at that time indicated this type of an operation.

"Conditions have changed, and I believe that the networks will change with them. And if all parties necessary to a successful change will cooperate fully, no one has to wonder about the future of radio networks."

Mr. Lewis, in his talk, reviewed the progress of radio-tv newsmen in Washington in establishing broadcast coverage and prestige as it is known in the Nation's Capital today. He also predicted that tv will never supplant radio "in the dissemination of straight news." He estimated a 5-minute radio newscast could pack as much information and punch as a 15-minute tv newscast, without, of course, the added cost factor.

Mr. Lewis was critical of printed news handling of the McCarthy-Army hearings, asserting that radio-tv coverage helped "police" what he called the "slanting" of newspaper and wire service reports of the hearing. He also warned Conelrad—the emergency radio warning system —may prove to be worthless unless used in conjunction with battery-operated radio, a lesson, he said, taught by Hurricane Hazel.

## MBS 'Pruning' Planned To Bolster Operations

REPORTS of an impending "economy wave" at Mutual were discounted last week by MBS President Thomas F. O'Neil who termed planned cutbacks as "just a matter of pruning" along lines of the network's future plans.

In an earlier talk Mr. O'Neil had cited need for changes in networks' operations (see story above).

MBS officials discounted reports which held that up to a two-thirds reduction in overhead would soon be invoked for all radio operations in the General Teleradio organization, which encompasses Mutual, the Yankee and Don Lee regional networks, and WOR-AM-TV New York. They thought it more likely that any belt-tightening would apply only or primarily to Mutual, and that the two-thirds figure would prove to be greatly excessive.

Mutual department heads, it was conceded, have been asked to suggest ways in which MBS operations may be changed to conform to the needs for the "new look" which President O'Neil for some time has said is dictated by changing times. But they contended this request was meant to apply to methods of operation, not to "dollars alone," although they conceded that some economies conceivably may be effected through, say, the consolidation of some units which have had separate assignments in

All you need to shell out

When you buy radio to *move goods right now* (and not just make friends for the future), do what some of today's smartest advertisers do: Get the most for the least—buy *spot radio, on key stations.* The cost, in comparison with *any other* advertising, is peanuts. A handful of good stations will reach almost everybody. WJR alone, for example, covers some 10% of U. S. buying power. Ask your Henry I. Christal man.

*The Great Voice of the Great Lakes*

WJR Detroit
*50,000 Watts CBS Radio Network*

*WJR's primary coverage area: 15,000,000 customers*

CBS
WTRI
ALBANY SCHENECTADY TROY
delivers*
114,000
UHF Families
in the
Nation's
29th
Retail Market
SEE YOUR
HEADLEY-REED Man
*SOURCE ON REQUEST

the past. Mr. O'Neil, himself, discounted as unfounded the report that persisted to the effect that two vice presidents were leaving at the end of the month.

It also was noted that the reports—which in some, expanded versions predicted drastic personnel cutbacks at NBC as well as Mutual but which were denied by NBC insofar as its own operations were concerned—may have stemmed or been considerably exaggerated because of the fact that another network, ABC, has just gone through an extensive reduction in force [B•T, Sept. 27; also see page 79 this issue].

Mr. O'Neil in his speech made no reference to any personnel retrenchment or other cutback. The speech was made at last Tuesday's luncheon testimonial given MBS on its 20th birthday by the Radio & Television Executives Society at the Hotel Roosevelt in New York.

## AB-PT 3RD QUARTER NETS 45% OVER '53

### ABC Div. operated at a loss, attributed in part to the NCAA telecasts, which AB-PT President Goldenson says have brought network "prestige."

ABC Division operated at a loss during the third quarter of 1954, although estimated net operating profit after taxes for AB-PT, the parent company, was 45% ahead of the third quarter of 1953.

These highlights of AB-PT's third-quarter activities were included in the stockholder's report issued last week by Leonard H. Goldenson, president of AB-PT. He estimated net operating profit for the period at $1,373,000, as compared with $946,000 in 1953, and net operating profit after taxes for the nine months of 1954 at $3,127,000 as against $3,182,000 in 1953.

The improvement in third-quarter earnings, Mr. Goldenson noted, was achieved despite increased depreciation charges due to the installation of new theatre wide-screen and sound equipment and a loss sustained by the ABC Div., which included certain additional nonrecurring costs stemming from the recent realignment of operational functions [B•T, Sept. 27]. He added that these operational changes should result in "greater efficiency and substantial economies in subsequent quarters."

Another factor cited by Mr. Goldenson as contributing to the ABC Div.'s loss during the third quarter was the programming of the NCAA football series on Saturday afternoons. He reported that approximately 25% of this loss was sustained during the third quarter, and the remainder of the loss will be taken in the fourth quarter.

"Barring any unforeseen changes," Mr. Goldenson continued, "the increase in the number of sponsored programs over last year, together with the economies referred to above, will substantially offset the NCAA loss in the fourth quarter."

Mr. Goldenson explained that in order to build a "strong" television network, certain risks must be taken, as in the case of the NCAA games. These games, he said, are considered "the oustanding fall sports series on television and have brought added prestige to the ABC network." He said the program is carried by more than 150 stations, and is attracting "one of the largest television audiences to watch a sports series."

ABC-TV programs which started this fall, Mr. Goldenson asserted, reflect "improvement and progress" over last year, adding there are more sponsored and less sustaining shows on the television network. He made special reference to the new *Disneyland* program, which premieres on ABC-TV on Wednesday.

Earnings per share of common stocks, Mr. Goldenson reported, amounted to $.31 in the third quarter as against $.20 last year and to $.68 for the nine months of 1954 as compared with $.71 in 1953. Capital gains (net) for the third quarter and for the nine months were said to be $10,000 (loss) and $86,000 respectively, as against $63,000 and $4,377,000 in 1953. The latter figure was attributed principally to the sale of WBKB (TV) Chicago, following the merger of Paramount Theatres with ABC.

## ABC-TV Adds Three Stations, Uhf-Vhf W. Va. Combination

COMBINATION vhf-uhf buy for ABC advertisers in the Oak Hill-Charleston, W. Va. market and the affiliation of three more tv outlets with the ABC-TV network were announced last week by Alfred R. Beckman, the network's national director of station relations.

Effective Oct. 30, ch. 4 WOAY-TV Oak Hill and ch. 49 WKNA-TV Charleston will be available to sponsors on a combination basis only. The Oak Hill outlet is owned and operated by Robert R. Thomas Jr., who also is general manager. Licensee of WKNA is Joe Smith Jr. Inc.

The three new affiliates joining ABC, which bring the total to 212 member stations, are: ch. 8 WSIX-TV Nashville, Tenn., licensed to WSIX Inc.; ch. 8 WBTW (TV) Florence, S. C., owned by Jefferson Standard Broadcasting Co., and ch. 12 WEAT-TV West Palm Beach, Fla., licensed to WEAT-TV Inc. On Jan. 1, 1955, WEAT-TV will replace WIRK-TV as the ABC affiliate in West Palm Beach.

## RADIO-TV NETWORKS SET ELECTION PLANS

### ABC, CBS and NBC schedules call for 2,250 staffers to help in election roundups.

COMPREHENSIVE election night coverage of congressional and gubernatorial contests is planned by radio and television networks. Starting schedules vary, but the networks plan to continue through the night until a trend toward Democratic or Republican control of Congress is established.

ABC, CBS and NBC reported plans for utilizing about 750 staffers each for their coverage with about 250 people from each operating out of New York and the remainder from strategic cities throughout the country. MBS' plans are not as extensive. DuMont plans no network coverage.

In order to give television viewers a clear picture of developments during the evening the networks have prepared visual aids including over-all and regional maps, charts to plot the returns, and huge "scoreboards." CBS again has arranged to use Univac, Remington-Rand's electronic high-speed computer, to assimilate past and current election data and to analyze voting trends.

Heralding the first major operation of its newly combined radio and television facilities, CBS-news reported that CBS Radio and CBS-TV operations will begin at 9 p.m. EST. CBS-TV has sold one-quarter of its coverage between 11 p.m. and conclusion to Roto-Broil Corp., Long Island City, N. Y., and an additional one-quarter to National Carbon Co. (Prestone Anti-Freeze). Supervision of both radio and television will be under Sig Mickelson, CBS vice president in charge of news and public affairs.

NBC will begin coverage on television at 9:30 p.m. EST and on radio at 10 p.m. EST. Roto-Broil will sponsor one-half the period between 9:30 p.m. and 1 a.m. EST on NBC-TV. William R. McAndrew, NBC director of news, will be in charge of election night activities.

ABC's coverage of the election will begin on radio and television at 9 p.m. EST. Sponsorship on both radio and television will be by the Chevrolet Motors Division of the General Motors Corp. John Daly, vice president in charge of news, special events and public affairs, and Thomas Velotta, vice president and administrative officer for news, special events and public affairs, will supervise.

Milton Burgh, director of news, will coordinate reports from 15 major cities for Mutual whose election programming is to start at 9 p.m. EST.

THE LATEST WCKY STORY

WHAT'S THE WEATHER?

In the WCKY listening area, folks KNOW
—because WCKY is their weather station.

*Temperature and weather*
*Every hour on the hour*

*3 Complete Forecasts Daily*
*Direct from U. S. Weather Bureau*

Get Next To The Weather on WCKY
ask us about weather adjacencies.

WCKY

# ABC NAMES MITCHELL HEAD OF ABC-TV

## Oberfelder to succeed him as vice president-general manager of WABC-TV New York.

PROMOTIONS of John H. Mitchell to vice president in charge of the ABC television network, and of Ted Oberfelder to succeed him as vice president and general manager of ABC-owned WABC-TV New York [B•T, Oct. 18], were announced last week by ABC President Robert E. Kintner.

These appointments and one to be made "shortly" to designate a successor to Mr. Oberfelder as head of WABC New York operations, the announcement said, complete the realignment which led to the dismissal of scores of ABC personnel a few weeks ago, described officially as a "series of executive promotions and departmental consolidations" [B•T, Sept. 27].

The promotions for Messrs. Mitchell and Oberfelder are effective Nov. 1. Mr. Oberfelder currently is vice president and general manager of WABC. The announcement did not indicate whether his successor would get a vice presidency in addition to the general managership.

In his new post Mr. Mitchell succeeds Alexander Stronach Jr., who "resigned" in the economy-dictated cutback of personnel in September. He was with Balaban & Katz Corp. from 1931 until its parent company, United Paramount Theatres, merged with ABC in February 1953, at which time he joined the ABC Div. In the theatre end of the B&K operations for many years, he managed the company's WBKB (TV) Chicago from 1948 until the ABC-UPT merger and then became vice president and general manager of the station. He was transferred to New York as vice president and general manager of WABC-TV on July 1, 1953.

Mr. Oberfelder joined ABC's advertising and promotion department in February 1945, became assistant director of the department in June 1946 and director in June 1947. Three years later he was made manager of WABC. He was named director of owned radio stations for ABC in March 1952 and elevated to a vice presidency the following December. He became vice president and general manager of WABC in July 1953 when the owned stations department was abolished in a move to give the network's key stations greater autonomy.

MR. OBERFELDER

In broadcasting since June 1934, he first served as director of promotion, merchandising and research for Hearst Radio. In 1937 he became promotion manager of the *Philadelphia Inquirer* and in October 1941 moved to WCAU Philadelphia in the same capacity. He was director of promotion, publicity, merchandising and research for WFIL Philadelphia from September 1943 until he joined ABC.

## CBS-TV, Affiliate Board Hold Semi-Annual Meeting

KEY CBS-TV executives met with the CBS Television Affiliates Advisory Board at a semi-annual meeting Monday and Tuesday at network headquarters in New York.

In closed sessions, CBS-TV officials reported on major network developments and previewed future plans.

The board, chairmanned by Glenn Marshall Jr., WMBR-TV Jacksonville, Fla., comprises E. K. Jett, WMAR-TV Baltimore; James C. Hanrahan, WEWS-TV Cleveland; Clyde W. Rembert, KRLD-TV Dallas; Philip C. Lasky, KPIX (TV) San Francisco, and Owen L. Saddler, KMTV (TV) Omaha.

## Lethen Appointed CBS-TV Sales Development Manager

EDWARD F. LETHEN Jr., deputy director of the Voice of America, has been appointed manager of network sales development for CBS-TV, effective Nov. 1, it was announced last week by William H. Hylan, vice president in charge of network sales. Mr. Lethen will succeed Edward P. Shurick, now national director of station relations for CBS-TV.

Before joining VOA, Mr. Lethen was with CBS Radio for three years as director of sales extension. In his VOA position, he planned the transfer of that agency's personnel and 14 studios from New York to Washington. For a time he also served as acting director of VOA.

Prior to his first association with CBS, Mr. Lethen was with Macfadden Publications for 16 years and left that organization as advertising manager.

## Spectaculars Enliven Programming—Weaver

SPECTACULARS represent a "break" from the same, expected formats of "known schedule" shows, Sylvester L. Weaver Jr., NBC president, told a news conference before showing of NBC-TV *Tonight at 8:30* at the network's Burbank studios last week.

"You can play it safe," he said, "and give the public nothing but quiz shows, situation comedies and panels, and you'll probably do all right. Or you can spend a little extra money and bring a number of creative people into the act—producers like Otto Preminger—and have them try their hands at this medium.

"Although there have been some changes in the original plans for color spectaculars," he said, *Tonight at 8:30* is typical of what we are trying to do.

"We're trying to create a form which makes sense commercially," he continued, but admitted that at present, spectaculars are of a calibre and type not available on a "commercial" budget.

As to success of spectacular form, network's *Lady in the Dark*, which was "anything but playing down to the audience," reached 10 million viewers, or a third of the available audience. "This is a creditable showing," Mr. Weaver stated.

Considerable controversy has arisen around the form, he admitted, but as the public becomes more conscious of the varied entertainment offered in the "lavish productions," they will go still higher in the public's esteem, he observed.

## KAKE-TV Connected by Bell

CONNECTION of KAKE-TV Wichita, Kan., with Bell Telephone's nationwide network facilities has been announced. Programs will reach KAKE-TV from the Kansas City-Dallas radio relay route. Addition of the station to the system brings the total number of stations on the network to 341 and the number of cities served to 222.

### NETWORK PEOPLE

**Eric C. Lambart,** sales staff, NBC Chicago, appointed account executive, CBS-TV there.

**Philip Feldman** appointed business affairs director, CBS-TV Hollywood, succeeding **Maurice Morton,** who moves to McCadden Corp. (film production), same city.

**Reginald Gordon Jessup,** news editor, CBU-CBUT (TV) Vancouver, to Canadian Broadcasting Corp., same city, as press and information representative.

**George Reeves,** formerly with KWK St. Louis, to Thoroughbred Broadcasting System, Louisville, Ky.

**Dave Showalter,** public affairs director, Columbia Pacific Radio Network, Hollywood, appointed to L. A. City Civil and Air Defense public relations advisory committee.

**Donn B. Tatum,** director, ABC-TV Western Division, Hollywood, appointed to California Governor's committee for employment of handicapped.

**Roy Rogers** and **Dale Evans,** personalities, NBC Radio and NBC-TV, to serve as co-chairmen, National Retarded Children's Week, Nov. 14-23.


SELLING . . . 720,700 People in the Great Miami Valley

WONE

RONALD B. WOODYARD, PRESIDENT

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, OHIO

"THE CITY BEAUTIFUL"

# ZENITH, TOA BATTLE OVER PAY-SEE TV

**Zenith President McDonald challenges organized move by theatre owners to bury subscription television.**

AN ALL-OUT scrap developed last week between Zenith Radio Corp. and Theatre Owners of America over subscription tv.

What heretofore had been largely a skirmish gave promise of developing into a Donneybrook, as battle forces organized along the lines of the Theatre Owners of America and Zenith, advocate of Phonevision, one pay-as-you-see method of subscription tv.

Comdr. E. F. McDonald Jr., Zenith president, promptly picked up the challenge implied in the organizational move of theatre owners to fight fee tv and preserve "free home television for the American people."

The Zenith president asserted that the campaign to block subscription tv "will prove as futile as other attempts by other industries to kill off competition that might cut into profits." He expressed confidence that "congressmen from rural areas will not take kindly to any attempt to stop the one development that can give their constituents good tv."

Comdr. McDonald issued his statement in response to the report that representatives of various groups representing about 95% of the nation's organized movie theatres had appointed a joint committee to combat subscription video.

Representatives met in Chicago Oct. 15 and set up the unit, with Alfred Starr, president emeritus of TOA, and Truman Rembush, former president of Allied States Assn., as co-chairmen. The group called on all other interested parties to join the campaign for "preserving free home television for the American people" by fighting pay-as-you-see tv. Other committee members included Philip Harling, Metropolitan Motion Picture Theatres Assn., treasurer; James Arthur, Southern California Theatre Owners, secretary; Abram F. Myers, Allied States Assn., and Herman Levy, TOA. Legal counsel will be handled by Messrs. Harling and Arthur.

Comdr. McDonald noted a certain "irony" in the new committee's call for support from "all groups" and declared:

"Movie exhibitors have fought tv every inch of the way. They have openly threatened motion picture producers with reprisals if they released films to television. Theatre Owners of America has openly proposed that theatres band together to secure exclusive rights to great entertainment so that they might embalm television in the movie houses, and keep great entertainment from home tv."

Skiatron Electronics & Television Corp., which developed Subscriber-Vision, countered that TOA had "declared an open war on subscription tv" and that its "initial statement makes it very clear that this is to be a war of misrepresentation."

Skiatron President Arthur Levey maintained that toll television is not opposed to broadcast television nor intended to supplant it. "Our intention," he said, "is merely to supplement the present limited variety of programs available over free tv."

Theatre owners are apprehensive "presumably . . . because they feel vulnerable," he said, accusing them of "fighting a rearguard action against progress in the entertainment world" and of inconsistency in "posing as the great protectors of television" while at the same time promoting the use of closed-circuit theatre television.

Let the public decide, he said.

## TNT Purchases 50 GPL Units For Hotel Closed-Circuits

PURCHASE by Theatre Network Television of 50 projection units from General Precision Labs, Pleasantville, N. Y., for use in hotel closed-circuit television was announced jointly last week by Nathan L. Halpern, president of TNT, and Hermann G. Place, president of General Precision Equipment Corp., GPL parent company.

The transaction was said to include "the first big-screen tv equipment designed and manufactured for hotel closed-circuit tv." The announcement stated that the new equipment will make possible simultaneous closed circuit business meetings "in as many as 50 hotels located in 50 different cities from coast to coast and will augment TNT's regular network of more than 100 theatres."

"This will provide national coverage in hotels for the first time," Mr. Halpern said. "Closed-circuit tv has, up to now, been handicapped by the absence of good equipment in sufficient quantity for use in hotels which accommodate medium size audiences and are available at hours not practical for large film theatres. TNT's new pool of top quality projection equipment opens up these outlets for our network."

## Stone, Bluestone Appointed To Fill SRTS Sales Posts

APPOINTMENT of Wallace Stone as eastern sales representative and of Harry Bluestone as western sales representative of Standard Radio Transcription Services Inc., Chicago, was announced Thursday by Milton Blink, president of the firm. He said no plans have been made at this time for filling the vacancy created by the resignation of Gus Hagenah from the Chicago office and that for the present he would supervise all sales activity personally. Messrs. Stone and Bluestone are from Miami, Fla., and Hollywood, Calif., respectively.

## WBS Plans Seven New Series For Local Accounts by Jan. 1

ADDITIONAL series of seven radio programs, to be available for sponsorship Jan. 1, will be produced this year by World Broadcasting System, Pierre Weis, general manager of the package firm, announced last week. Titles of shows will be announced later.

"The new shows that World is planning will make available to local advertisers high quality programs starring some of the top names in show business and will be sold at a minimum price," Mr. Weis said. Programs are in a half-hour format to be broadcast five days a week, 52 weeks a year.

In addition, Mr. Weis said that World will continue to supply subscribers with merchandising programs and sales tools designed to attract new revenue for the station. Among such aids are service-type jingles for gift occasions and weather jingles.

## Emerson, Shakespeare Series Planned by New Rust Company

JOHN RUST of the radio-tv staff of U. S. Steel Corp.'s public relations department, is resigning to open John Rust Productions Inc., tv production firm, at 71 Broadway, New York. Top show which will be handled by the Rust organization is a new series *Crossroads*, starring Faye Emerson. The half-hour dramatic series will be based on travelers aid cases.

Irving Gaynor Neiman will be executive editor for *Crossroads* and also will write a number of scripts. Another project of the firm is *Love Scenes from Shakespeare*, to be done with four actors as a concert reading with a small live orchestra.


WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

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WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.

579 FIFTH AVE., NEW YORK,

CAN TELL YOU MORE ABOUT

CHNS

HALIFAX NOVA SCOTIA

## Ziv Sales at New High

NOTING that Frederic W. Ziv Co. in the past year has produced more radio shows than ever before, Alvin E. Unger, vice president in charge of sales, reported last week that the sale of Ziv's transcribed radio shows have reached a new high this fall.

This activity, he said, reflects advertiser demand for "quality radio properties."

Among recent sales reported by Mr. Unger are *I Was a Communist for the FBI* for 52 weeks to Gettleman Brewing Co. in the Chicago market, adding to Gettleman's purchase of *Mr. District Attorney* for multiple markets in the Midwest; purchase of *I Was a Communist for the FBI*, also 52 weeks, by Land O'Lakes Bakery, for six markets in Wisconsin; *The Cisco Kid* buy of Snyder's Bakery for four Washington markets, programming three shows a week for 52 weeks; *It's Showtime in Hollywood* by Gallo Wines for multiple markets including Seattle, Tacoma, Yakima, Spokane and Olympia, Wash., and *The Red Skelton Show* for Strietman Biscuit Co. in four Georgia markets, and *Hour of Stars* for the same company in Fitzgerald, Ga.

## Big 10 Plans Tv Offer

A PLAN to offer for television in the Midwest the athletic events of the Big Ten for a period of 26 weeks immediately following the college football season was under preliminary study last week. A special four-man group of the Western Conference met in Chicago's LaSalle Hotel to discuss the proposal. It was expected that if the plan materializes, track, basketball, swimming and other sports events would be offered to Chicago tv stations. Among those attending the session was Kenneth (Tug) Wilson, Big 10 commissioner. The conference has been on record for a regional or localized plan of college football telecasts.

### PROGRAM SERVICES PEOPLE

**Henry E. Hobbs,** sales staff, WATV (TV) Newark, N. J., to Air Features Inc. (program productions), N. Y., as sales manager.

**Gerald Popper,** formerly promotion executive, MBS, appointed public relations and publicity director, Muzak Corp., N. Y.; **Marianne Brown,** formerly with Masterworks Div., Columbia Records, N. Y., to Muzak as executive assistant to merchandising director.

**William A. Drake,** manager, United Press, Omaha bureau, appointed UP business representative for Nebraska and Iowa, headquartered in Omaha; **James R. Quinn,** UP, Omaha, succeeds Mr. Drake.

**Ashbel Green** to literary dept., MCA Management Ltd., N. Y.


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*INSURANCE*
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY

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INSURANCE EXCHANGE
KANSAS CITY, MISSOURI


## — PROFESSIONAL SERVICES —

## Frederick McKittrick Dies; Advertisers Directory Head

FUNERAL SERVICES were held Monday morning at the Fairchild Funeral Chapel in Brooklyn, N. Y., for Frederick C. McKittrick, 76, president of George McKittrick & Co., publishers of directories of advertisers, who died Oct. 15 at his home in New Rochelle, N. Y.

Mr. McKittrick had been associated for more than 50 years with the company founded by his late father. He became president of the firm in 1920.

He is survived by a brother, James McKittrick, of New York and Chicago.

### PROFESSIONAL SERVICES SHORTS

**Robert S. Taplinger & Assoc.** (public relations), N. Y., will open branch office in Miami Beach, Fla., at 305 Lincoln Rd., with Helen Baum in charge.

**Leonard B. Elliott Adv.** has been established at 15 W. 44th St., N. Y., as radio-tv creative, consultation and business service for advertising agencies, radio and tv stations, individual advertisers and related fields.

**Robert Davis Assoc.** (film production), N. Y., appoints Melrick Landen Assoc., same city, for public relations.

**Television Corp. of Japan,** Tokyo, appoints Phil Dean Assoc. (public relations), N. Y., for United States.

**National Assn. of Retail Clothiers & Furnishers,** Washington, appoints Abbott Kimball Co. of Calif., L. A., to handle publicity for 1955 convention in that city.

**African Radio Productions Ltd.,** Johannesburg, South Africa, has appointed Dine & Kalmus (public relations), N. Y., as American representative.

**Cavanaugh & Shore Adv.,** N. Y., appoints Phil Dean Assoc., same city, to handle public relations.

**Ursula Halloran & Assoc.,** N. Y., appointed by Dancer-Fitzgerald-Sample, same city, for public relations, publicity and promotion of *The Vise*, sponsored by Sterling Drug Inc., N. Y., on ABC-TV.

**Theatre Network Television Inc.** (closed circuit tv), N. Y., moves to 575 Madison Ave.

**Samuel Miller** (radio-tv attorney), Washington, moves to 650 Washington Bldg., 15th St. & New York Ave.; phone: National 8-7377.

### PROFESSIONAL SERVICES PEOPLE

**Paul Richards,** formerly production manager, Commercial Illustrators (art studio), Chicago, to Belnap & Thompson Inc. (sales incentive organization), same city, as creative services manager; **K. C. Millar,** formerly retail copy chief, Montgomery, Ward & Co., Chicago, to Belnap & Thompson as copy chief; **Clare Olson,** formerly with William Hart Adler Inc. (adv.), Chicago, to company as art director.

**Louis Ford,** formerly program director, WBUR Boston, to promotion dept., Fred Pittera Assoc. (promotion and production), N. Y.

## — MANUFACTURING —

## Gen. Sarnoff Foresees Tubeless, Portable Tv

### St. Louis Chamber of Commerce hears RCA board chairman predict small box picture control and all-purpose knob for tv set of future.

BRIG. GEN. DAVID SARNOFF last week forecast the day when a tv set would not have a tube or a cabinet and when the picture would be controlled from a unit no bigger than a cigar box.

The RCA board chairman addressed a St. Louis Chamber of Commerce luncheon last Tuesday in observance of "Light's Diamond Jubilee." He said that a new form of light—electronic light—is now in development to carry forward "the great work sparked by Edison."

At the Sept. 27, 1951, celebration marking the 45th anniversary of his association with radio [B•T, Oct. 1, 1951], Gen. Sarnoff asked the research men gathered at the Princeton Labs for three "presents" they might invent by his 50th anniversary in 1956: a magnetic tape recorder for tv programs, an electronic air-conditioner and a true amplifier of light. He told his St. Louis audience "there is reason to believe I shall receive all three."

The magnetic tape recorder already has been produced and functions in color as well as in black-and-white, Gen. Sarnoff said. Encouraging progress is being made on the electronic air-conditioner, he explained, with a laboratory model now being developed.

"But in the context of this Diamond Jubilee


THE SPOTLIGHT'S ON
WEHT
IN THE
EVANSVILLE MARKET

THRIFTY
FIFTY
PARLAYS CBS
ADJACENCIES
INTO CASH
SALES

No rash promises, No fabulous claims . . . Realistically scaled rates deliver the Evansville, Indiana market which we serve, and serve well, giving unduplicated CBS-TV coverage in an area isolated from VHF

REPRESENTED
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St. Louis, Mo.

WEHT Channel 50

of Light," Gen. Sarnoff declared, "what interests us most directly is the evidence that the light amplifier is not too far out of reach." He said, "I have seen this light amplification experimentally."

As to the future of television, Gen. Sarnoff said:

"I believe that the tv tube of today will eventually be eliminated. It will be displaced by a thin, flat screen like a picture on a wall. Or, it may be an easel-like frame that will set on your living room table and, being portable, can be moved to any other part of the room or house.

"The pictures could be controlled from a little television box no bigger than a jewel case or a cigar box. No cabinet will be required." Gen. Sarnoff predicted "a knob will enable you to make the image larger or smaller, and in black-and-white or in color to suit your eye and your mood."

On the subject of atomic energy, Gen. Sarnoff said that no crystal ball is required to foresee that in the near future, power will mean nuclear energy.

## WMAR-TV GETS RCA COLOR FILM CAMERA

### Manufacturer's first 3-Vidicon unit will handle 16mm, 35mm and 2x2 color slides.

RCA has delivered to WMAR-TV Baltimore, Md., the firm's first commercial 3-Vidicon color tv film camera, it was announced last week.

The new camera can be used with either 16mm or 35mm film projectors and provides simple and economical color telecasting of color motion picture films or slides, according to A. R. Hopkins, manager, broadcast equipment marketing, RCA Engineering Products Division.

Mr. Hopkins said the 3-V film camera "will enable broadcasters to supplement appreciably their 'live' programming with a wealth of available color motion picture film and slides. It will prove particularly beneficial for smaller television stations which, for economic reasons, are now required to limit their color programming to network offerings."

The new equipment employs three Vidicon pickup tubes and a light-splitting optical system of dichoic mirrors. Another feature is a 3-V optical multiplexer, into which may be fed the output of two motion picture projectors, either 16mm or 35mm, and a dual-disc, single-lens, 2 by 2 slide projector.

Forty more tv stations are scheduled to receive the new RCA camera in one to three months. They are:

KFMB-TV San Diego; KHJ-TV Los Angeles; KHQ-TV Spokane; KPHO-TV Phoenix; KRCA (TV) Los Angeles; KRON-TV San Francisco; KSD-TV St. Louis; KSTP-TV St. Paul; WBAL-TV Baltimore; WBAP-TV Fort Worth; WBEN-TV Buffalo; WBTV (TV) Charlotte, N. C.; WBZ-TV Boston; WCBS-TV New York; WCCO-TV Minneapolis; WCHS-TV Charlestown, W. Va.; WDAF-TV Kansas City; WDEL-TV Wilmington, Del.; WDSU-TV New Orleans; WFIL-TV Philadelphia; WFLA-TV Tampa; WGAL-TV Lancaster, Pa.; WHAM-TV Rochester, N. Y.; WJAC-TV Johnstown, Pa.; WJAR-TV Providence, R. I.; WKY-TV Oklahoma City; WNBK (TV) Cleveland; WNBQ (TV) Chicago; WPTZ (TV) Philadelphia; WRC-TV Washington, D. C.; WRCA-TV New York; WSAZ-TV Huntington, W. Va.; WSB-TV Atlanta; WSM-TV Nashville; WSYR-TV Syracuse, N. Y.; WTMJ-TV Milwaukee; WTPA (TV) Harrisburg; WTVR (TV) Richmond; WTVT (TV) Tampa, and WTVW (TV) Milwaukee.

## RCA Cuts Price on Camera Pickup Tube for Color Tv

DECREASE in the suggested user price from $1,900 to $1,700 of the RCA camera pickup tube for color tv broadcast service was announced last week by the tube division of RCA. The revision in price will provide broadcasters with color cameras employing a simultaneous pickup system, with an overall saving of $600 per camera since three RCA pickup tubes are required in each camera.

Described as the first commercial camera tube with the sensitivity required for color tv, it was placed on the market last May. Increased tube production, because of mounting demands from broadcasters and equipment manufacturers, resulted in a cost saving which is now being passed on to tube users, it was pointed out.

**FEATURES of RCA's new 3-Vidicon color tv film camera are discussed by A. R. Hopkins (l), manager of RCA broadcast equipment marketing, Engineering Products Div., and Carlton G. Nopper, chief engineer, WMAR-TV Baltimore. The ch. 2 station will celebrate its seventh anniversary Wednesday.**

## MANUFACTURING SHORTS

**Deltron Inc., Phila.,** has developed self-contained, portable resistance-capacitance bridge that increases speed and accuracy of making measurements on capacitors from 10 mmf to 50 mfd and resistors from 10 ohms to 50 megohms and can be used for making continuity measurements on circuits, coils and transformers, according to company.

**Califone Corp.,** Hollywood, announces four-speed transcription player with 10 w undistorted amplifier having frequency response within 2 db 30 to 20,000 cycles.

**General Electric Co.,** Syracuse, N. Y., announces establishment of communication equipment center at Redwood City, Calif., to serve demand for GE two-way radio equipment in western states.

**Prodelin Inc.,** Kearney, N. J., announces 50 kw Tri-Loop vhf tv antenna with power gains from 2 to 17 ". . . possible to deliver 316 kw ERP . . ."

**ORRadio Industries Inc.,** Opelika, Ala., appoints J. E. Joyner Jr., Atlanta, as representative for southeast.

**JFD Mfg. Co.,** Brooklyn, has out eight-page, two-color brochure, complete with photographs, diagrams and charts, evaluating engineering efficiency, construction and design of Roto King rotator.

**Emerson Radio & Phonograph Corp.,** N. Y., and **Stromberg-Carlson Co.,** Rochester, N. Y., have announced $10 increase on tv model list prices and $10-$20 increase on various lines, respectively.

## MANUFACTURING PEOPLE

**H. Joseph Sarlin** appointed vice president and general manager, DuMont Illinois Inc., Chicago, newly-created distributor subsidiary, Allen B. DuMont Labs, Clifton, N. J.

**M. C. Thomsen,** management engineering consultant, elected executive vice president, Wilcox-Gay Corp., Charlotte, Mich.

**Walter S. Bopp** and **Edward V. Stirbis** appointed Latin American and Eastern Hemisphere sales manager, respectively, Avco Mfg. Corp., N. Y.; **Charles Todd Lee** appointed division marketing and advertising manager.

**Fred Okon,** advertising and sales promotion manager, CBS-Columbia Distributors Inc., N. Y., appointed advertising manager, CBS-Columbia, Long Island City, N. Y.

**F. Gene Abrams** appointed sales promotion manager, Motorola Inc., Chicago.

**Frank P. Fern,** manager, Hoffman Sales Corp., Seattle, to Hoffman Radio Corp., L. A., as products manager.

**Henry W. Jones,** eastern regional sales manager, photolamp dept., Sylvania Electric Products Inc., Syracuse, N. Y., appointed merchandising manager of department.

**Lee Schoenfeldt,** distribution analyst, major appliances div., General Electric Co., Louisville, Ky., to GE radio-tv dept., Syracuse, N. Y., as marketing research manager.

**Stanley Kramer,** sales engineer, semi-conductor div., Radio Receptor Co., N. Y., appointed assistant sales manager of division.

features

# ASCAP

## ITS FORTY YEARS

# A NEW HARMONY FOR AN OLD DISCORD

## ASCAP-BROADCASTER RELATIONS ARE MELLOWING WITH MATURITY

By Bruce Robertson

OF ALL the programming sources with which broadcasters have to deal, none has been more important, provided more material, or given more trouble than the American Society of Composers, Authors and Publishers.

As the oldest U. S. society of popular song writers and publishers, ASCAP can look back on 40 years of tumultuous struggle to obtain what it considers fair payment from the users of the music its members produce. For half of those 40 years broadcasters have been the biggest users of ASCAP music, and, not inexplicably, the struggle has been directed principally against them.

Radio, television and ASCAP have grown up together. In the late 30s ASCAP's total revenue averaged about $6 million a year, two-thirds of it derived from radio broadcasters. This year the society expects to take in about $20 million—$17 million of it from radio and tv.

Like growing youngsters anywhere, broadcasting and ASCAP have had their violent quarrels. There is evidence, however, that the two have now reached a state of maturity where understanding and amicable settlement of differences are no longer the exception but the rule. Knowing they cannot easily live apart, they are learning to live together.

The association between broadcasting and ASCAP began on Feb. 1, 1923, when the society issued its first license to a broadcasting station, authorizing it to broadcast performances of musical compositions copyrighted by ASCAP members. The station was KFI Los Angeles. The price for the license was $200 a year.

Radio broadcasting was then less than three years old and definitely still in the novelty stage. The course of the industry was as yet uncharted. Only at WEAF (now WRCA) New York, which in a few months —August 1923—would put the world's first radio commercial on the air, was the future of broadcasting as a major advertising medium as much as a dream.

Even that early, however, one thing was evident. Music was going to be an important part of radio programming. So ASCAP, which, while only nine years old in 1923, had already fought and won a number of major legal battles to demonstrate the right of copyright owners to prohibit the use of their music in ballrooms, restaurants and elsewhere without their permission, determined to avoid future trouble by establishing its right to license broadcast stations from the outset.

ASCAP's organization in 1914 stemmed from a determination of Victor Herbert and some other popular songsmiths and music publishers of that day to get the benefits of their work that are guaranteed by the U. S. Copyright Act, which gives the copyright holder control over the "public performances for profit" of his copyrighted compositions.

The year before, Mr. Herbert had sued a restaurant whose orchestra performed his tunes and had lost the case when the court agreed with the proprietor's defense that he did not charge admission to the restaurant, that therefore the performance was not "for profit" and hence there was no requirement for him to pay a performance fee.

With an organization to finance the fight and the legal genius of ASCAP's founder-attorney, Nathan Burken, to guide it, the Herbert suit was pushed all the way to the U. S. Supreme Court. There, the question of what constitutes "performance for profit" was settled in an opinion by the late Justice Oliver Wendell Holmes, who said:

"If the rights under the copyright are infringed only by a performance where money is taken at the door they are very imperfectly protected . . . The defendants' performances are not eleemosynary. They are part of a total for which the public pays, and the fact that the price of the whole is attributed to a particular item which those present are expected to order is not important . . .

"If music did not pay it would be given up. If it pays, it pays out of the public's pocket. Whether it pays or not, the purpose of employing it is profit and that is enough."

Many subsequent court cases have been decided in accordance with the Holmes dictum that any use of copyrighted material by a commercial user is a use for profit—a

THIRTEEN OF THE MANY WHOSE WORK IS ASCAP PROPERTY

WILLIAM HANDY | RICHARD RODGERS | OSCAR HAMMERSTEIN | HARRY WARREN | COLE PORTER | ALEX KRAMER

sustaining broadcast is a good example. A broadcast also has been defined by the courts as a public performance, despite an absence of spectators in the studio at the time.

ASCAP's only function is to serve as a clearing house for the bulk licensing of public performance rights; these rights are its sole concern. Writers—both composers and lyricists—deal directly with publishers regarding royalty payments for sheet music and phonograph record sales (record royalties being limited by statute to two cents per composition per record). The publisher handles all arrangements for marketing the publication and recording rights.

In its early years, ASCAP's chief sources of revenue were restaurants, dance halls, hotels, movie and vaudeville theatres. The advent of commercial broadcasting soon changed that picture. By 1932, Gene Buck, long-time ASCAP president, told a Congressional committee that of the Society's income of approximately $2 million a year, radio contributed some $900,000, the movies (now with sound) about $700,000, with $400,000 coming from dance halls, cabarets and other public places of amusement.

At that time, ASCAP's licenses to broadcasters were individually negotiated on a somewhat elastic basis of power, popularity and card rates which was not particularly satisfactory to either side. Times were tough for all types of commercial entertainment in those depression days; sales of sheet music and records had plummeted to small fractions of their previous heights and the song writers and publishers were not slow to place the blame on broadcasting, which gave the public its musical entertainment at home and at no cost. They felt that it was up to radio, through its ASCAP fees, to replace sheet music and records as their major source of income.

The broadcasters wanted popular music for their stations, which meant that they needed ASCAP licenses, but they placed a somewhat different value on them than did the song writers and publishers. They resented the virtual monopoly that ASCAP held on the tunes the public wanted to hear and wondered if this did not constitute a violation of the anti-trust laws. They were sure it gave ASCAP a bargaining power that outweighed any that they could muster.

All through the 30's the broadcasters chafed under what they considered ASCAP's exorbitant prices for the use of its music on the air. They made a number of unsuccessful attempts to build up a competitive source of music, to get Congress to amend the copyright act to reduce infringement penalties, and to have the courts dissolve ASCAP as an illegal monopoly. But they went on buying ASCAP music, at rates raised to 3% of the stations' gross income in 1933, 4% the next year and 5% from 1945 through 1940.

In 1932, E. C. Mills, who had been head of NBC's Radio Music Co., joined ASCAP as general manager, succeeding Julius C. Rosenthal, who had died the previous December. Five years later, Mr. Mills was given the newly created post of chairman of ASCAP's administrative committee, with John G. Paine resigning as chairman of Music Publishers Protective Assn. to become general manager of ASCAP. It was Messrs. Mills and Paine who represented the Society in its dealings with broadcasters through the troublesome late 30's.

The crisis in ASCAP-radio relations occurred in the summer of 1939. Determined not to be caught unprepared when their current licenses expired on Dec. 31, 1940, the broadcasters at the NAB convention in July 1939 appointed a committee to find out what terms ASCAP had in mind for its new licenses. When Mr. Paine told the committee that it was too early and ASCAP had no proposal to make, NAB called a special convention in September at which Broadcast Music Inc. was organized as an industry-owned source of music designed to furnish ASCAP with some real competition.

### Mr. Buck Goes to Jail

From then on the break was inevitable and when ASCAP did offer its new ten-year licenses, with increased network fees offset by reductions for smaller stations, it found few takers. Emotion ran high on both sides. When A. J. Mosby, KGVO Missoula, Mont., filed charges of conspiracy and extortion against the radio networks and ASCAP, the networks filed written answers refusing to waive extradition for their executives, but ASCAP did not and its president, Gene Buck, spent Feb. 22nd in jail in Phoenix, bail being unobtainable with banks closed for the holiday.

ASCAP charged the broadcasters with persecution; radio retorted that Mr. Buck was a deliberate martyr.

ASCAP spokesmen were denied a place on NAB's 1940 convention agenda. Radio was girding itself for war, largely through BMI's acquisition of musical catalogs, which gave radio the rights to some 250,000 compositions of all types, plus provisions for the radio use of thousands of numbers in the public domain.

Came 12:01 a.m., Jan. 1, 1941. Came *Jeannie With the Light Brown Hair* and thousands of too-familiar oldies and unfamiliar newies. But the public did not revolt and the broadcasters did not break ranks. Then a third party got into the act—the Dept. of Justice—with anti-trust actions that soon wrested consent decrees from both ASCAP and BMI. The war was over and although peace negotiations were lengthy, before the end of the fall season the tunes of Irving Berlin, Cole Porter and other ASCAP writers again came from every radio.

In addition to the familiar blanket license for unlimited use of the ASCAP repertoire, now offered at the reduced rate of 2.25% of net income for stations (2.75% for networks), stations also were given for the first time the opportunity to buy the use of ASCAP music on a per program basis, paying only for music actually used. The per program scale was 8% of the time charges for the program containing ASCAP music, or 2% if the music was used only for themes or background.

The new ASCAP license contracts were immediately accepted by the four nationwide radio networks and by most stations, all the networks and better than 95% of the stations taking blanket licenses. The contracts ran through Dec. 31, 1939, with clauses for nine-year extensions on the same terms, and it is indicative of the changed radio relationship to the Society that the renewals went through automatically and without any expressions of concern, let alone cries of anguish, from either the creators or the users of music.

Meanwhile, television had been added to the broadcasting scene. At first, ASCAP issued gratis licenses to the tv stations and networks for the use of its music, but in 1949 the Society decided that tv was now well enough established to begin paying for its music as radio did. After months of negotiations, five-year blanket licenses, retroactive to Jan. 1, 1949, and running through Dec. 31, 1953, were drafted and signed by the tv networks and some stations at terms roughly those of radio plus 10%. The majority of tv station operators, however, held off, waiting to see what sort of per program licenses they would be offered.

A tv per program committee headed by Dwight W. Martin, WLWT (TV) Cincinnati, was formed and meetings with ASCAP management began, with expectations that the task would be concluded by the end of the year. But December 1949—and December 1950—came and went without an agreement. In March of 1951 ASCAP mailed tv stations per program licenses of its own devising at fees of 8.5% of card rate for tv stations with annual grosses of less than $150,000 a year, 9% for those with gross incomes between $150,000 and $300,000 and 9.5% for those with grosses of over $300,000.

Because these tv license fees were based

IRVING CAESAR L. WOLFE GILBERT IRVING BERLIN PAUL CUNNINGHAM JOAN WHITNEY JEROME KERN JOHN T. HOWARD

# PARTNERS IN THE FUTURE

By Stanley Adams, President

American Society of Composers, Authors and Publishers

BROADCASTING • TELECASTING is devoting a portion of this issue to an explanation of ASCAP — what the Society is, how it functions and its value to the radio-tv industry.

This year marks the 40th anniversary of the founding of the Society. In spite of the fact that ASCAP has existed for more than a generation, incorrect and faulty misconceptions concerning the Society continue to be current. We are confident that in these pages most or all of these misconceptions will be corrected.

ASCAP is proud of its service to the broadcasting industry since the infancy of radio. We are happy to provide the bulk of music which has made the broadcasting and later the television industry the great mediums of entertainment they are today.

Some members of the industry may have forgotten this significant fact—during the infancy of radio ASCAP allowed the first stations to perform its music free or for nominal compensation. Again when television appeared in the 1940's, ASCAP freely allowed the telecasters to use its repertory during the experimental period without compensation of any kind. In both cases it was only when advertisers began sponsoring programs on a large scale that ASCAP asked the industry for a just share in the income resulting from the use of its members' property. This example, I am sure, is only one case of many where ASCAP has demonstrated a flexibility of practice and an ability to see the other fellow's point of view.

It is the Society's intention to continue to devote considerable effort to help its customers make more profitable use of the ASCAP repertory. To this end, we have recently organized a Station Relations Division headed by the Assistant Sales Manager, with representatives in key cities. These ambassadors of goodwill have already been well received and have demonstrated their usefulness. Now in preparation is a series of program aids, designed to inform program managers of recorded ASCAP compositions available, broken down by frequently used categories.

I have made a number of personal visits to broadcasters and telecasters in major cities, and look forward to making more such visits in the near future. Everywhere I have been most cordially received.

It is a favorite indoor sport of people in the entertainment industry—especially on anniversaries—to attempt to gaze into the future. Owning no crystal ball, I am unable to say what our next forty years will bring. Of one thing, however, I am certain—that in the future, as in the past, composers, authors and publishers of America and the users of their music will learn more about each other, and will gain increased understanding of their role as partners in the great American entertainment enterprise.

on one-time card rates, rather than on actual station income from business largely subject to volume and frequency discounts, the tv per program fees worked out to appreciably more than the radio per program fees of 8% on net income and the tv stations rejected them. Instead, a group of 56 tv broadcasters banded together in July and went into the U. S. District Court in New York, asking the court to set fair music fees, as provided for by the consent decree.

With its answer the following month, ASCAP asked the court to relieve it of the necessity of offering per program as well as blanket licenses to any station licensed by BMI and also to have the definition of program extended to include adjacent announcements.

While both the broadcasters' and ASCAP's petitions were awaiting hearing, attorneys for both groups began holding informal discussions of the points of issue and eventually made sufficient progress to warrant the resumption of negotiations. With the end of the original tv blanket licenses imminent, the scope of the tv station committee was broadened to include these as well as per program contracts.

The road of the negotiators was anything but smooth. On the one side, ASCAP members pressed for an increased share of the income of this expanding new medium of television; on the other, the tv broadcasters pushed just as energetically for a reduction in the percentage-of-gross scale, arguing that in tv the grosses are much larger than in radio, but the net income is not. The negotiators were fully aware of the hazard of leaving a final determination to a court which, however wise and impartial, would still be ignorant of the many considerations involved, and they determined to work out a deal that both sides could live with.

In December 1953, a tentative agreement was reached and in March new licenses were distributed, giving stations the choice of a blanket license figured roughly on a scale of radio-minus-10% or a per program license at 9% of net revenue for the period (4% if the music is on films and for background only). Network license fees were similarly reduced, but with a proviso that the combined ASCAP revenue from the tv networks for any year of the new contract should not fall below the 1953 total. Retroactive to Jan. 1, 1954, the current tv licenses run for four years, rather than five, so that they will terminate a year before the end of ASCAP's radio licenses.

Most of the nation's tv stations and all the tv networks have by now taken one or the other ASCAP license, all networks and the vast majority of stations again choosing blanket licenses. While the court action is still pending, it presumably will be withdrawn as soon as all its parties (nearly double the original 56) have signed with ASCAP.

## THE CONSENT DECREE

In a paper delivered in May 1952, at a U. of Chicago Law School conference on "The Arts, Publishing and the Law," Herman Finkelstein, ASCAP general attorney, described the consent decree entered into in 1941 and modified in 1950 as representing "a realistic approach to the special problems of marketing a right which can only be marketed when a great number of works can be offered in bulk. The only alternative," he said, "would be either habitual copyright infringement and hit-or-miss redress, or the complete avoidance of the use of contemporary works. Either alternative would spell chaos or complete stagnation.

"To facilitate the free flow of commerce in musical compositions rather than to restrain it," Mr. Finkelstein said, the consent decree provides:

"(a) the Society must not license any rights other than non-dramatic performing rights in musical compositions;

"(b) the member must be free to license users directly without the Society's intervention;

"(c) membership in the Society is available to any composer or author of a copyrighted musical composition who has had at least one of his works regularly published, and to anyone actively engaged in the music publishing business whose musical publications have been used or distributed on a commercial scale for at least one year and who assumes the financial risk involved in the normal publication of musical works;

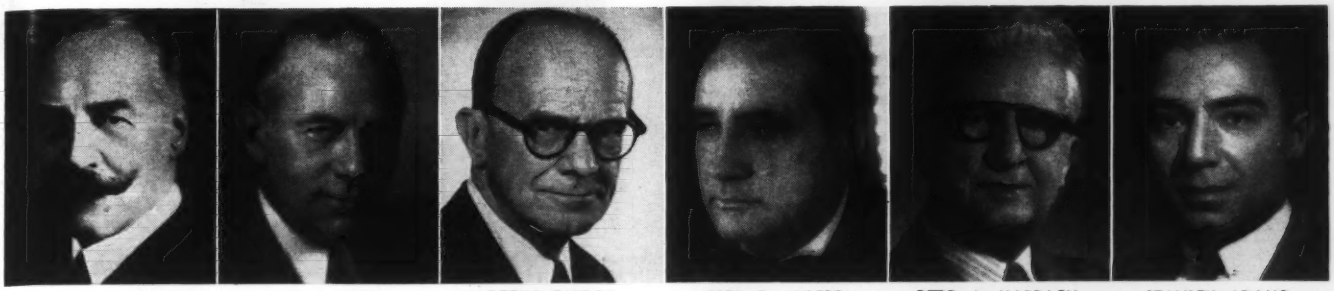
"(d) The Society is governed by a Board of Directors, consisting of 12 writers and 12 publishers, which is elected by the membership every other year on a basis in which the members' participation in royalties determines the number of votes he may cast in the election of directors; writer members voting for writer-directors and publisher members voting for publisher-directors;

"(e) in the distribution of royalties to members, primary consideration must be given to the performances of a member's works as shown by objective surveys;

"(f) if any member is dissatisfied with his apportionment of royalties, he may appeal to a special panel presided over by an impartial chairman;

"(g) The Society must make available to broadcasters a form of license in which the payment for uses of its works is determined by the amount paid for the use of the station's broadcasting facilities in presenting the particular program in which compositions in the Society's repertory are used (This form of license is commonly referred to as a 'per program' license);

"(h) in the case of radio network programs and motion picture films used in theatres, the Society's license must be obtained by the radio network and the motion picture producer respectively, rather than by the individual broadcasting station or the motion picture theatre. This principle



GEORGE MAXWELL 1914-1924 | GENE BUCK 1924-1942 | DEEMS TAYLOR 1942-1948 | FRED E. AHLERT 1948-1950 | OTTO A. HARBACH 1950-1953 | STANLEY ADAMS 1953-____

## ASCAP'S PRESIDENTS

of licensing the network or the producer is called 'clearance-at-the-source'."

The traditional policy at ASCAP has been to leave to the publisher members of the board the jurisdiction of distributing royalties among the publisher members (who elect them), with the writer board members, constituting the Writers' Classification Committee, holding similar authority in distribution of writer royalties. The Society's entire income, minus cost of operation (which has been brought down from more than 33% to about 19% of the total, Saul H. Bourne, treasurer, reported at the 1954 annual meeting), is distributed quarterly, half to the publishers, half to the writers.

For many years the Writers' Classification Committee divided ASCAP's writer members into about 20 classes, all members of each class receiving the same royalty. Assignment to a class, promotion and demotion were made periodically by the Committee after exhaustive study of the writers' catalogs. As the membership grew and the research and mathematics required for classification grew with it, so, too, grew the members' dissatisfaction with this method. In 1950, a new system was worked out, with the performance factor made the prime consideration of the distribution system, at the insistence of the government.

Credits for commercial performances of the more than two million copyrighted musical works in the ASCAP repertory are amassed through a continuous survey. Since a complete compilation of all performances would be prohibitively expensive, if not physically impossible, the Society conducts its own poll, based largely on the complete performance records of the radio and tv networks, augmented with spot checks of arbitrarily selected groups of stations. From the survey it is possible to compile performance credits for all members, the results being reflected in their quarterly payments.

Performance credits are shared equally by the creator (composer and/or author) and the publisher. If two lyric writers, as sometimes happens, work with one composer, the performance credits would be divided 50% to the publisher, 25% to the composer, 12.5% to each writer. If two publishers share the performance credit, the publisher's share is split two ways.

Performances may also be weighted in figuring credits. Songs, jingles, background cues and new copyrights on public domain material receive less credit than original works regularly programmed. Serious music—symphonic, concert and choral works—receives special consideration, based on length of performance.

The calculations required to insure the proper distribution of ASCAP revenue to its members are done mostly by automatic machinery, but even so, a large staff of accountants is needed. Because of the volume of this work and the time it takes, the membership, which is reclassified each Oct. 1, receives royalty checks based on the surveys of the previous year.

The publishers' distribution formula is relatively simple; the writers' somewhat more complicated. The money for each quarterly payment is divided into four funds: accumulated earnings fund, 20%; sustained performance fund, 30%; availability fund, 30%; current performance fund, 20%. In preparing the distribution, it is necessary to determine the dollar value of the total of credits each member has in all four funds.

The current performance fund is distributed on the basis of performance credits amassed during the calendar year just preceding and the sustained performance fund on the basis of five-year averages. The availability fund was created in order to avoid violent dislocations in a member's income resulting from sharp fluctuations in his sustained performance ratings. The accumulated earnings fund is based on two factors, sustained performance rating and length of membership, recognizing seniority.

Another recognition of seniority was given in 1952 by the ASCAP board which adopted a plan for supplementary payments to pioneer members whose annual royalties are less than $5,000. Such members elected in 1914 receive $1,000 a year, with $750 for members elected in 1915-16-17 and $500 for those elected in 1918-19-20, the money coming from the general fund.

Dues of ASCAP members—$50 a year for publishers, $10 for writers, $5 for probationary writer members, aggregating some $60,000—go into a relief fund to which the board may allot further sums from the general fund if needed.

ASCAP members may die, one in five is deceased, but their memberships live on with their music, the royalties being paid to their estates for the life of the copyrights, 56 years from the date of issue.

Where does the money come from? One source is motion pictures. ASCAP used to collect these fees from the theatres, but about five years ago a court ruling resulted in adoption of a clearance-at-the-source system here as in network broadcasting, and now the major producers of movies deal directly with ASCAP for the use of its music in their pictures.

Theatres still pay directly for music they use outside of that on the sound tracks for the films. Together, the producer and exhibitor payments replace those which were formerly collected exclusively from theatres on a scale based on their seating capacities.

Dance halls, restaurants and hotels also pay ASCAP for the right to perform its tunes. Hotel payments are based chiefly on the sums paid the performing artists, with a ceiling of $2,600 a year. Dance halls and restaurants are charged by audience capacities and amount of music they use.

Wired music concerns also pay ASCAP for the use of its music. The only major public performer of music for profit who does not pay is the juke box, expressly exempted from royalty payments by the copyright law, which was adopted at a time when a coin-operated phonograph was listened to through ear-phones which limited the audience of any performance to a single individual. ASCAP and other copyright licensors, including BMI, are trying now to get the law amended so that they can collect from juke boxes as from other users.

But the main source of ASCAP revenue is the broadcasting industry, the radio and tv stations and networks whose combined payments are estimated to amount to about 85% of ASCAP total income. And, according to ASCAP executives this is no more than fair. In the good old days,

*(Continued on page 103)*

IMPORTANT in ASCAP's dealings with broadcasters: the late John Paine (l), who in 1937 became general manager of ASCAP, succeeding E. Claude Mills (c), who, after five years in that post, then became chairman of ASCAP's executive committee. Mr. Mills is now copyright consultant to Earle C. Anthony, owner of KFI Los Angeles. Herman Finkelstein (r), ASCAP's general attorney, played a major role in negotiating license agreements with tv broadcasters.

LOUIS BERNSTEIN
*Vice President*

OTTO HARBACH
*Vice President*

SAUL BOURNE
*Treasurer*

FRANK CONNOR
*Assistant Treasurer*

JOHN TASKER HOWARD
*Secretary*

GEORGE W. MEYER
*Assistant Secretary*

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STANLEY ADAMS
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JACK YELLEN

IRVING CAESER

DEEMS TAYLOR

PAUL CUNNINGHAM

HERMAN STARR

MAX DREYFUS

GUS SCHIRMER

L. WOLFE GILBERT

J. J. ROBBINS

# ASCAP
## BOARD OF DIRECTORS

Forty years ago a small group of songwriters and publishers formed the American Society of Composers, Authors and Publishers, with two objectives in mind:

- *To protect the rights of composers and authors and their publishers to just compensation for public performance of their works for profit.*
- *To serve as a convenient clearing house for commercial users of copyright music.*

Since 1914, the American people have gained a better understanding of the unique contribution to national life made by musical creators, and a clearer recognition of their need for some measure of economic security in order to add new works to the American repertory.

The ASCAP directors are proud of the service the Society has performed over the years to its Members, its Customers, and the Public.

BERNARD GOODWIN

DONALD GRAY

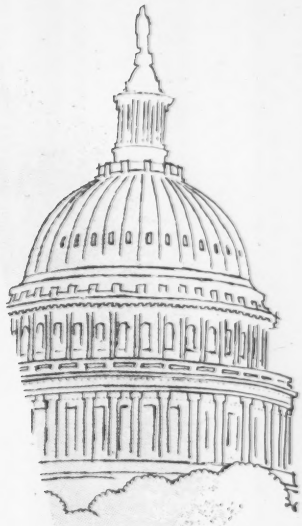
OSCAR HAMMERSTEIN 2nd

A. WALTER KRAMER

ALEX KRAMER

JACK MILLS

ABE OLMAN



THE WHITE HOUSE
WASHINGTON

Denver, Colorado
September 30, 1954

Dear Mr. Adams:

Please extend my congratulations to all members of the American Society of Composers, Authors and Publishers as they celebrate the fortieth anniversary of their famous organization. It is my hope that ASCAP will continue for many years to help American composers as they make their valuable contributions to our musical heritage and to the happiness of their fellow citizens.

Sincerely,

Dwight D. Eisenhower

Mr. Stanley Adams
President
American Society of Composers,
Authors and Publishers
575 Madison Avenue
New York 22, N. Y.

ASCAP 40th ANNIVERSARY

1914 1954

## Speech of President Stanley Adams, opening the 40th Anniversary Dinner of ASCAP, March 30th, 1954

ONCE upon a time, which in this instance was 40 years ago, there were a few hands that began to weave the strands of the tapestry that today is called ASCAP.

These weavers came from many places and each brought with him a magic cloth. Magic because it could not be seen, magic because it could not be touched, and strangest of all, it was magic because every sympathetic and knowing heart could see it and be touched by it. It was woven from musical strands that each weaver contributed from within himself — the golden silk of the ballad, the deep rich indigo of the blues, the multi-colored quilting of the novelty.

These were great artisans and they worked lovingly and diligently.

Then, one day, since they all had great hearts, they stepped back from the loom and gazed in wonderment at the beauty they had wrought.

Then from all over the land, other hearts coveted the tapestry to hang on their walls, not necessarily to dream before it, or to be thrilled by it, but because they felt that they could collect pieces of gold and silver from their neighbors, who with good hearts, would pay to come in and be comforted by it.

This they did but questioned the right of the weavers to expect payment.

A wise man in the village was sympathetic to the plight of the weavers and he gathered them together, and like the good shepherd, took them to a distant village where there sat a great and learned judge. The judge pondered a long time over the question as argued by the wise man, and he rendered a decision in favor of the creators of the tapestry thusly:

*"If music did not pay it would be given up. If it pays it pays out of the public pocket. Whether it pays or not the purpose of employing it is for profit and that is enough."*

This encouraged the young weavers, who without this great decision might have remained only apprentices.

Without the original few and their one wise man, the golden silk would have tarnished, the deep rich indigo would have faded, and the multi-colored quilting would have lost its sparkle. Fortunately this did not happen. Instead, the few pieces of cloth have become many, the 192 weavers have become 3963, the gentle hum has swelled to a mighty chorus and there is music throughout the land.

And here we are, tonight, to celebrate the 40th birthday of ASCAP and to pay homage to the visionaries who converted a dream into a reality, an unnurtured seed into a rose and an intangible tapestry into an economic umbrella.

Will each of you, now, at this precise second, please search your innermost thoughts and extract therefrom what ASCAP has meant and what sad changes would result with its disappearance?

It shall not disappear because youth has carried the torch that was lit by age and because the new has replenished the old. But tonight still belongs to the nine ring-masters of destiny what sat around a table at the first supper forty years ago.

It is with reverence and with deep emotion that I call the roll of those who stood up to be counted.

| | |
|---|---|
| Silvio Hein | Gustave Kerker |
| Victor Herbert | Glen MacDonough |
| Louis Hirsch | George Maxwell |
| Raymond Hubbell | Jay Witmark |

and the wise man, Nathan Burkan.

We broke bread tonight because they broke bread that night.

We are singing in a full voice now because they sang in a small voice then.

We gaze from the roof of a shining tower because they labored to build a firm foundation and, ladies and gentlemen – we are because they were.

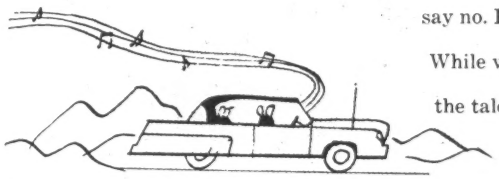
# MASS COMMUNICATIONS

## create vast new audiences

The 40 years of ASCAP history span the development and growth of one of America's most amazing industries – mass communications. No branch of American inventive genius has brought so many changes in the daily living habits as the science of electronics which has produced one new miracle after another – among them radio, talking pictures, television, recording devices.

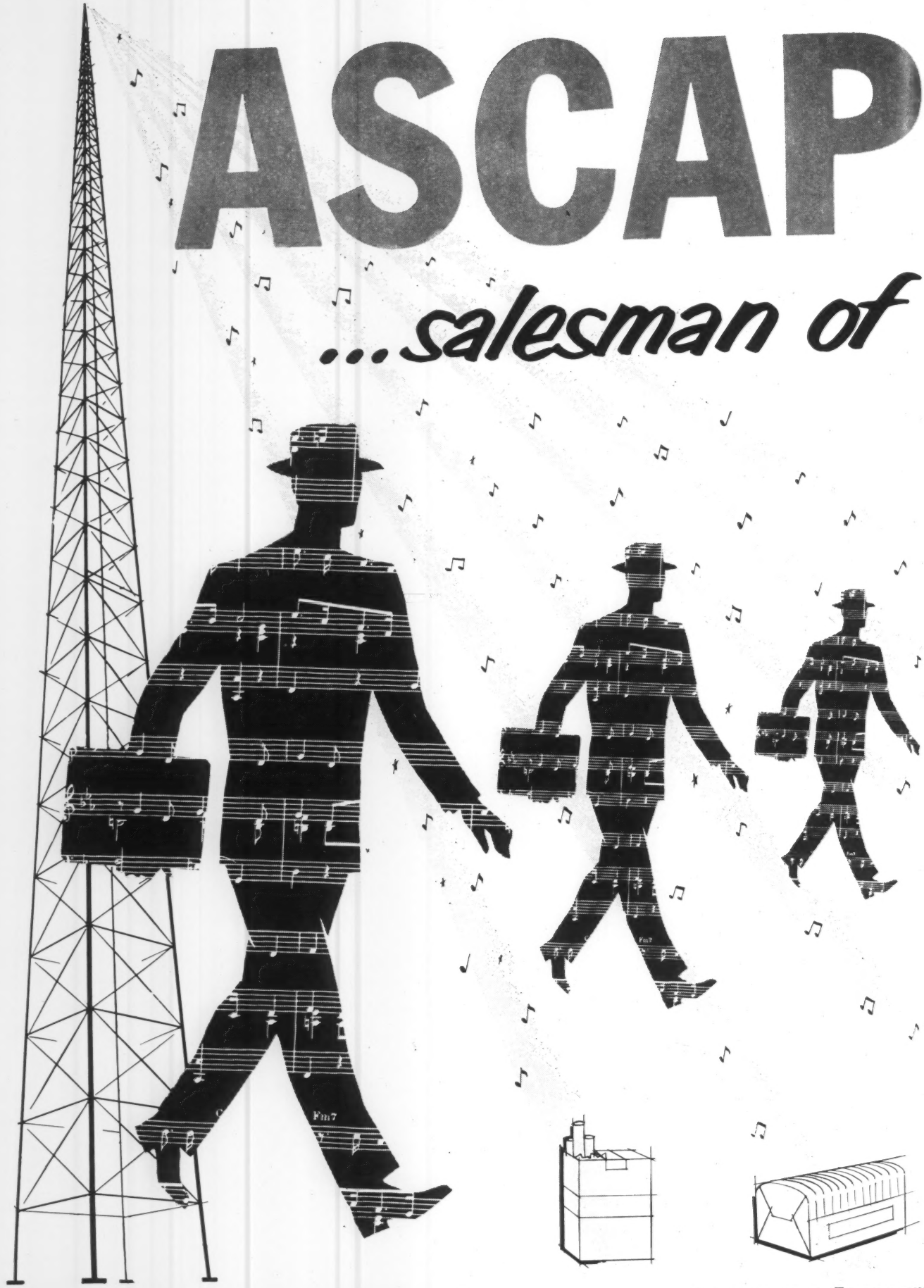
Today the U. S. boasts more radios, record players, television sets than all the rest of the world combined. Consequently, wherever our citizens may be – their homes or offices, public places or automobiles, seashore or mountains – they have easy access to some device which plays music for their enjoyment.

In contrast to the days of individual enjoyment by means of sheet music, when there was a piano in almost every home, mechanization of music enables tens of millions of our citizens to hear the same musical notes simultaneously throughout the land. Mechanization has also been a major stimulus to many new entertainment enterprises.



Does this mean standardization and a dead level of mediocrity? Most objective observers say no. Public taste has been improved, not cheapened, since the era of mass audiences began. While whole new industries have been growing around mass communications transmission, the talent of the American musical creator has been equal to the challenge of the machine.

No matter how big the multi-billion dollar mass communications industry becomes, there will never be a substitute for the genius of the creative individuals upon whom this vast framework depends.


ASCAP
...salesman of
Fm7

# MUSIC

## *the airways!*

In 1920, when Station KDKA first startled Pittsburgh listeners with the strains of "Avalon" rendered through a carbon mike, ASCAP was 6 years old. It had never distributed a dime to its 100 members, and was too poor even to afford a fee to its General Counsel, Nathan Burkan.

Today, the broadcasting industry has expanded from a single commercial station to more than 3000. The ASCAP membership has grown from a handful to over 3000 writers and 600 publishers.

Music consistently furnishes the backbone of program material used on the airways. The broadcasting industry, in turn, provides the major share of the revenue composers, authors and publishers receive through ASCAP.

We the creators——and you the broadcasters——have been important to each other for a long time. In earlier years, our brotherly relationship was sometimes marred by youthful differences of opinion. But by and large, it's been a healthy process of growing up together.

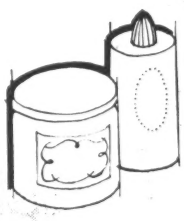
ASCAP, on its 40th Anniversary, is proud of its contribution to broadcasting and its good relations with the broadcasting industry. In the years ahead, ASCAP will strive even harder to serve the musical needs of the broadcasters.

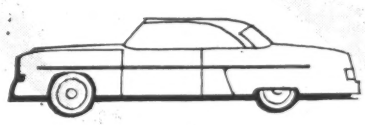
As a recent step in this direction, ASCAP created a Stations Relations Division, headed by the Assistant Sales Manager, to work directly in the field with broadcasters.

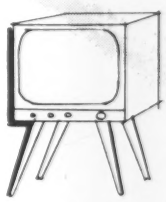
In the future, as in the past, broadcasters will find ASCAP music the best salesman of the airways – with the strongest listener and sponsor appeal.

**THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS**

*575 Madison Avenue, New York 22, N. Y.*







# WHAT MAKES A SONG A HIT?

Ask any user of ASCAP music – network exec, program manager, deejay, ork leader, night spot op, roller rink prop:

Why do some songs lead the parade – and remain popular through the years?

Why do others flare up like rockets – and then fade into oblivion?

You won't get a satisfactory answer. Nobody really knows. Popularity can't be predicted. In fact, the man who could guess right even 25% of the time could command any reward he asked from the entertainment industry.

Fortunately, users of ASCAP music don't have to be prophets. They know in advance that their ASCAP license automatically insures a majority of the popular hits.

ASCAP songs from 1914 to 1954 have consistently been among the top hits of the country. Impartial surveys show that the public has selected the songs of ASCAP composers and authors as the tunes that live forever.

AMERICAN SOCIETY OF COMPOSERS AUTHORS & PUBLISHERS
ASCAP

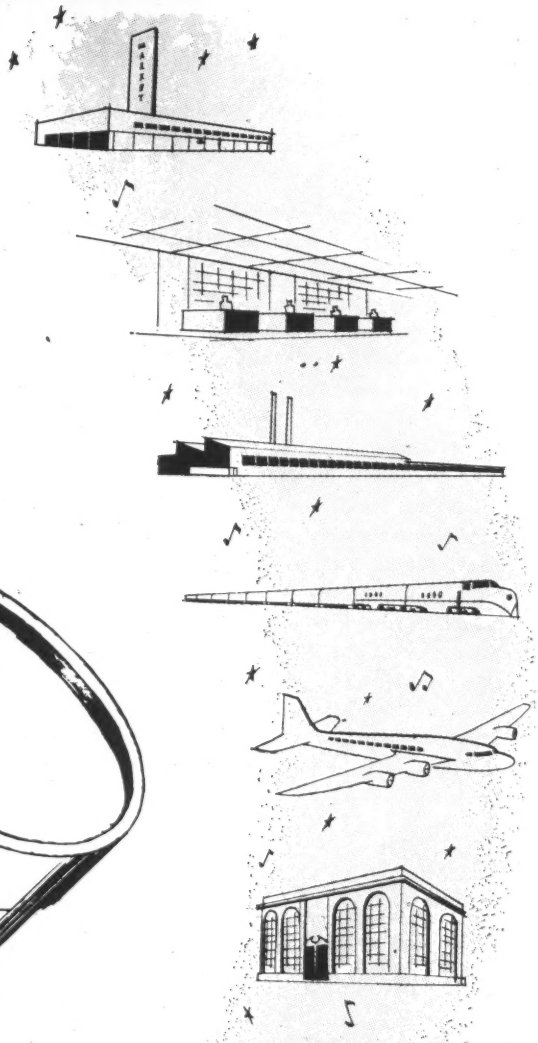
*Academy winners since 1934:*

**1934** — "The Continental" — Con Conrad, Herbert Magidson
**1935** — "Lullaby of Broadway" — Harry Warren, Al Dubin
**1936** — "The Way You Look Tonight" — Jerome Kern, Dorothy Fields
**1937** — "Sweet Leilani" — Harry Owens
**1938** — "Thanks for the Memory" — Ralph Ranger, Leo Robin
**1939** — "Over the Rainbow" — E. Y. Harburg, Harold Arlen
**1940** — "When You Wish Upon A Star" — Ned Washington, Leigh Harline
**1941** — "The Last Time I Saw Paris" — Jerome Kern, Oscar Hammerstein 2nd
**1942** — "White Christmas" — Irving Berlin
**1943** — "You'll Never Know" — Harry Warren, Mack Gordon
**1944** — "Swinging On A Star" — James Van Heusen, Johnny Burke
**1945** — "It Might As Well Be Spring" — Rodgers and Hammerstein
**1946** — "On the Atchison, Topeka and Santa Fe" — H. Warren, J. Mercer
**1947** — "Zip-A-Dee-Doo-Dah" — Allie Wrubel, Ray Gilbert
**1948** — "Buttons and Bows" — Jay Livingston, Ray Evans
**1949** — "Baby, It's Cold Outside" — Frank Loesser
**1950** — "Mona Lisa" — Ray Evans, Jay Livingston
**1951** — "In the Cool Cool Cool of the Evening" — H. Carmichael, J. Mercer
**1952** — "Do Not Forsake Me, Oh My Darlin' "— Dimitri Tiomkin, Ned Washington
**1953** — "Secret Love" — Sammy Fain, Paul Webster

# ASCAP SONGS WIN THE 'OSCARS'

Year after year, ever since Oscars have been instituted, songs of ASCAP members have been acclaimed as the outstanding tunes used in motion pictures and have won Academy Awards

# new fields for ASCAP MUSIC



Every day American industry and commerce find new uses for music.

Factory management, for instance, finds that music relaxes workers and helps quality and quantity of production. More and more personnel officials find, too, that music in cafeterias and recreation rooms keeps workers better satisfied with their jobs.

Downtown stores, suburban shopping centers, business and professional offices are joining the ever-growing list of users of recorded background music.

There's a simple reason for this growth – music helps sales. Shoppers find that music provides an air of hospitality, makes the surroundings more pleasant. They stay longer, spend more and come back more often.

By making available to the commercial user of music the entire repertory of the Society, ASCAP spares the user the cumbersome and costly process of seeking out the individual composers, authors and publishers in order to obtain the right to perform their music.

# INCENTIVES

## *for the Symphonic and Concert Composer*

If the contemporary Broadway theatre were to perform only the works of Shakespeare and other Elizabethan writers, today's shortage of theatres for the legitimate drama would not exist since only a small segment of the public would attend. This would not add to 20th century culture.

Yet in the American musical world, programs of symphony orchestras show just such a situation, despite voices raised in support of contemporary music.

Oftentimes this music is controversial. We in ASCAP do not favor any particular school. We do feel, however, that the creation of new works suitable for performance by symphony orchestras must be encouraged, if we, as a Nation, are to be known for culture as well as for material accomplishments.

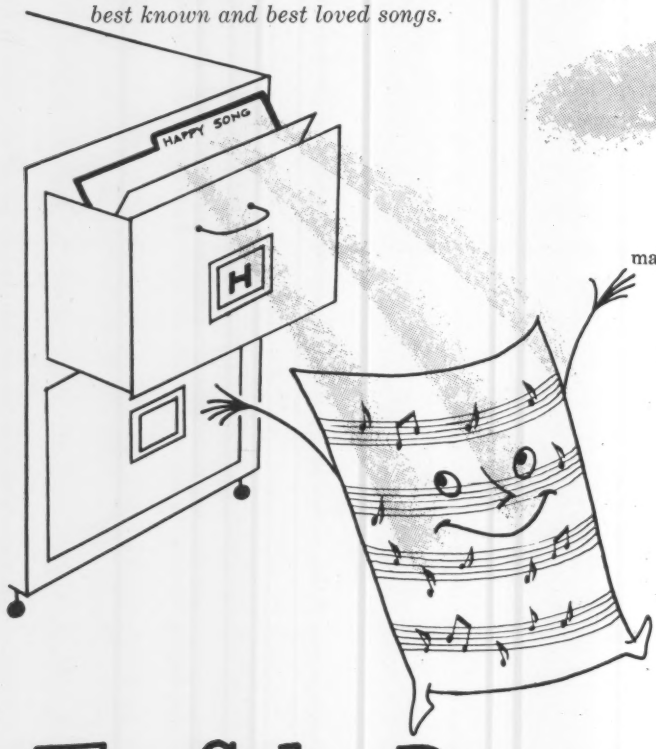
We do not urge, of course, that the works of the masters be abandoned. They are as much a part of the contemporary scene as are the works of the great painters and sculptors that grace our museums. But we cannot build for the future without stimulating and encouraging contemporary creative talent.

We Americans can be proud that many works of our serious composers are also performed with a fair degree of regularity abroad, proving the maturity and wide acceptance of American composers.

A musical composition cannot become established without repeated performances, and every performance of an American work also helps to support the composer, thus encouraging him to new endeavors. We in the Society will do our part to see that the future of these talented Americans becomes increasingly brighter.

# I am an ASCAP song... my name is "Happy Song"!

*My parents are ASCAP members. In the ASCAP Index Department, I was admitted to the great fellowship of America's best known and best loved songs.*




*I found out:* ASCAP's **INDEX DEPARTMENT** houses the largest catalog of information on musical works in America.

Every work by an ASCAP member is cataloged in a master file on the 9th floor of 575 Madison Avenue, New York City. More than 2,500,000 cards now fill the bulging files of the Index Department. Each card preserves the history of a musical work: its title, date, composer and author, publisher.

"Who wrote that?" "Who published it?" "When was it copyrighted?" The Index Department staff answers hundreds of such queries a week.

Besides its service to commercial users, the ASCAP Index performs a useful public service by providing without cost information on this great repertory of American musical works to educators, writers, editors and researchers.

# The Sales Department heard of me...

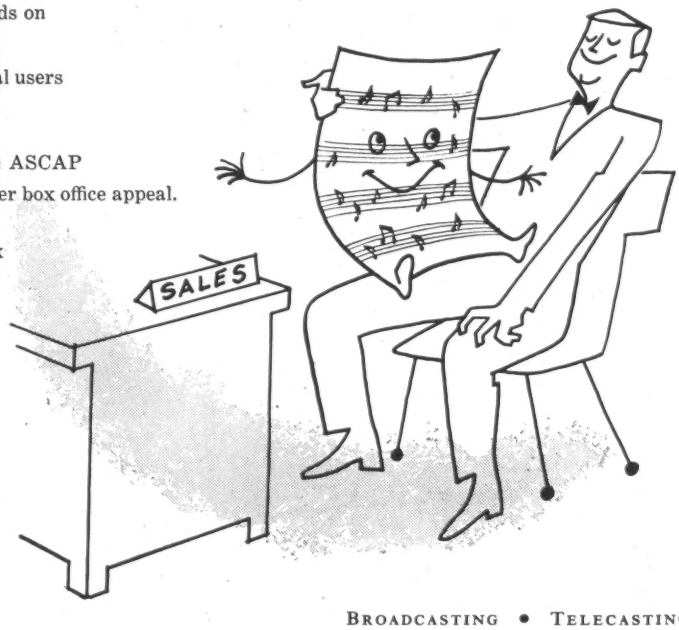
*I found out:* Since ASCAP music has proven itself and stands on its own merits, the ASCAP **SALES DEPARTMENT** in practice functions as a service department to help commercial users get the most out of their licenses.

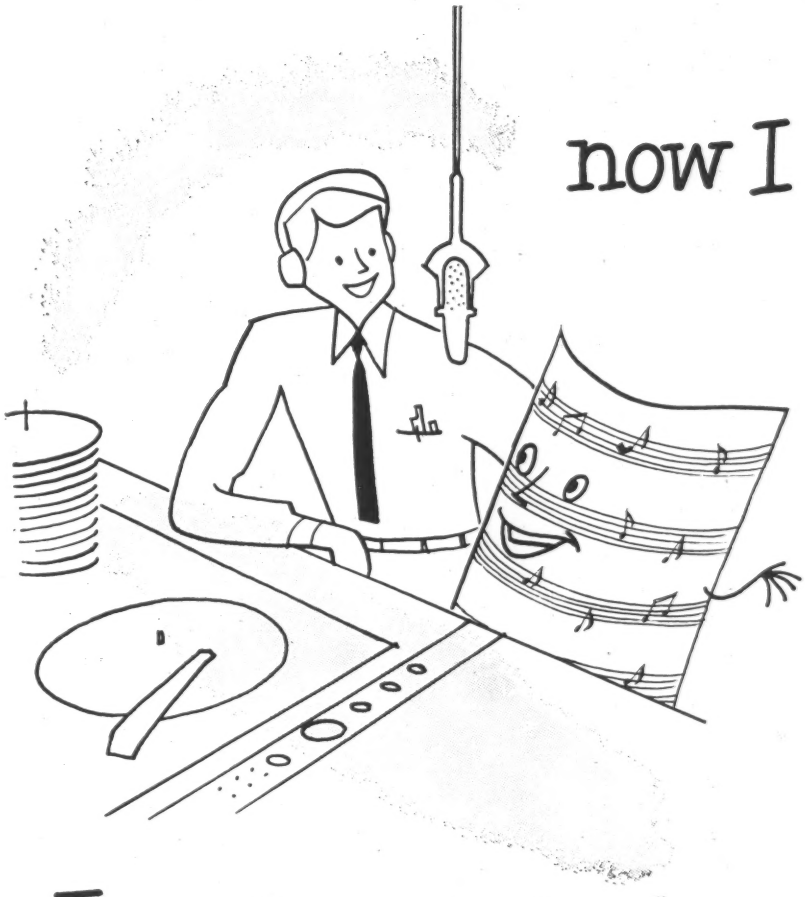
Old friends are provided with full information concerning the ASCAP repertory so that they may use it for bigger profits and stronger box office appeal.

New licensees are informed how an ASCAP license can unlock the door to a great American storehouse of musical treasures and lead to satisfied customers and a louder ring in the cash register.

Broadcasters are afforded services tailored to their needs through ASCAP's new Station Relations Department.

To music users, new and old, ASCAP stands ready to furnish programming and licensing information, through regional representatives and branch offices in principal U. S. cities.





# now I am a hit!...

*As a result of promotion by my publisher, recordings were made of me. I began dizzily spinning around in radio and television. I am on everybody's lips.*

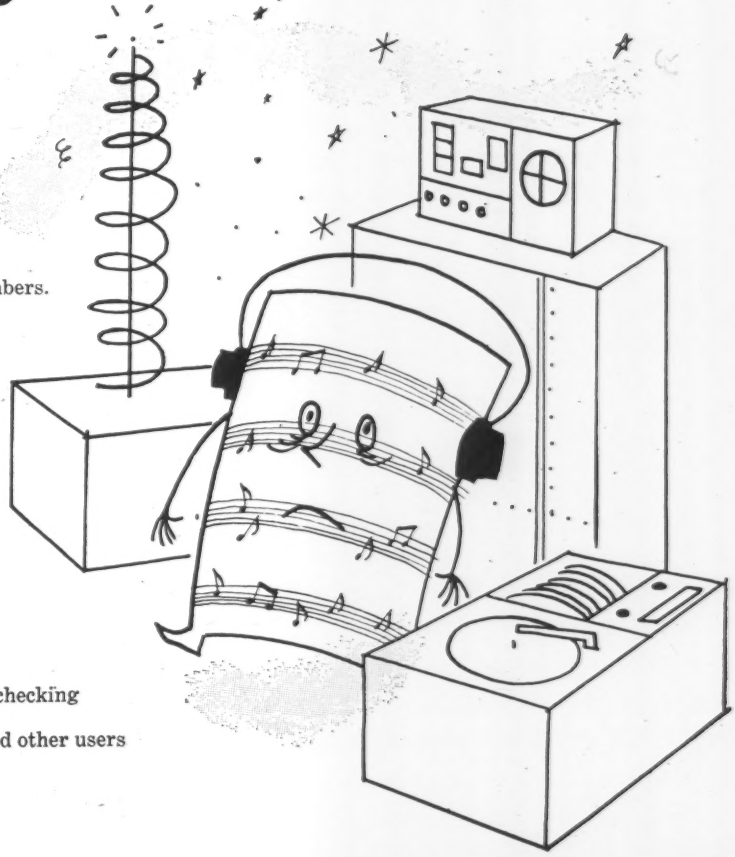
# I am frantically busy...

*as the Program Department tries to keep up with my thousands of performances all over the country.*

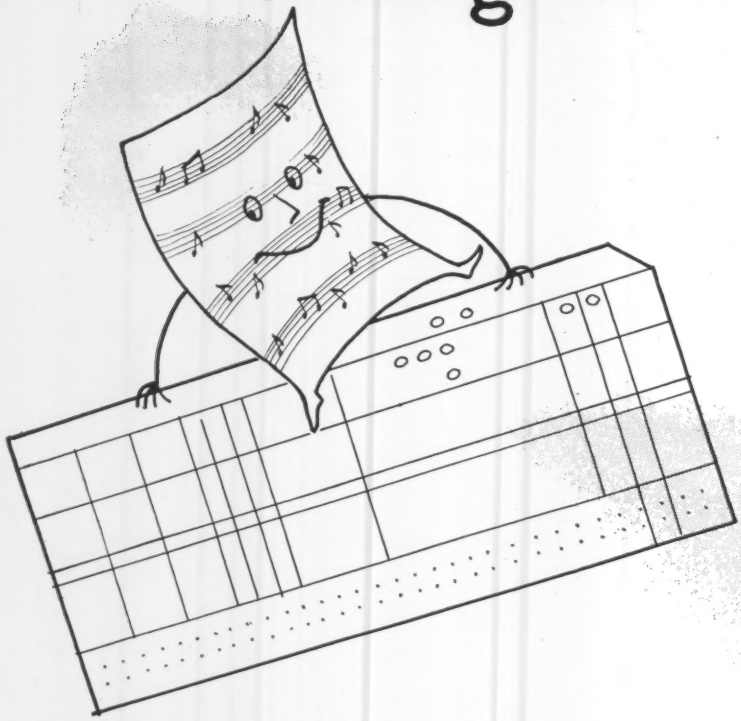
*I found out:* The **PROGRAM DEPARTMENT** surveys commercial uses of the music of ASCAP's members.

It's a big job, surveying performances. Every minute, any time of day or night, every day of the year, several thousand radio and television stations, who are major users of music, are playing ASCAP music.

Samplings of commercial uses over the nation have revealed fairly uniform use of the ASCAP repertory by representative groups. A specialized staff is constantly checking the radio-tv networks, independent radio-tv stations, and other users of ASCAP music all over the United States.



# I am given a code number...

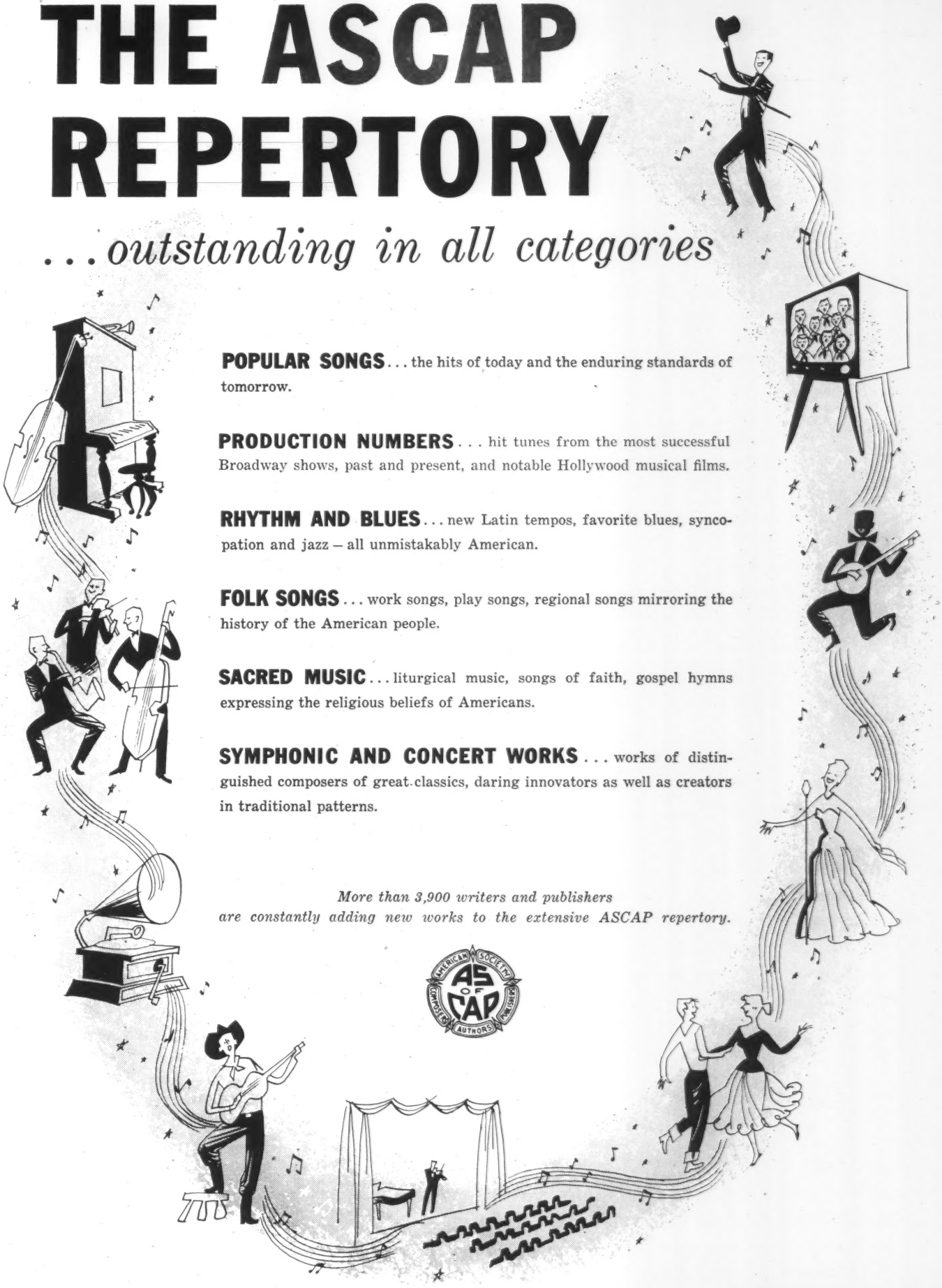


*I found out:* Results of surveys by the Program Department are sent to the **TABULATING DEPARTMENT** where performance credits for 3,963 members are kept up-to-date on complex IBM machines. These records constitute the primary factor in determining the distribution of revenues by the Royalty Department.

# at last!... the Royalty Department!...

*I found out:* This is the way the free enterprise system works for composers. In the **ROYALTY DEPARTMENT** creators are compensated for their talent by the commercial enterprises that use their music profitably. By sharing in the profits that flow from their talents, composers and authors are provided with the incentive to keep on producing the musical works that make the entertainment world go 'round.

# THE ASCAP REPERTORY

## ...outstanding in all categories

**POPULAR SONGS**... the hits of today and the enduring standards of tomorrow.

**PRODUCTION NUMBERS**... hit tunes from the most successful Broadway shows, past and present, and notable Hollywood musical films.

**RHYTHM AND BLUES**... new Latin tempos, favorite blues, syncopation and jazz – all unmistakably American.

**FOLK SONGS**... work songs, play songs, regional songs mirroring the history of the American people.

**SACRED MUSIC**... liturgical music, songs of faith, gospel hymns expressing the religious beliefs of Americans.

**SYMPHONIC AND CONCERT WORKS**... works of distinguished composers of great classics, daring innovators as well as creators in traditional patterns.

*More than 3,900 writers and publishers*
*are constantly adding new works to the extensive ASCAP repertory.*

# "TIME FOR A CHANGE"

The time is ripe to modernize the section of the 1909 Copyright Act which allows juke boxes – alone among commercial users – to perform copyrighted music for profit without compensation to the creator. This outmoded clause is unfair to composers and highly discriminatory to all other users.

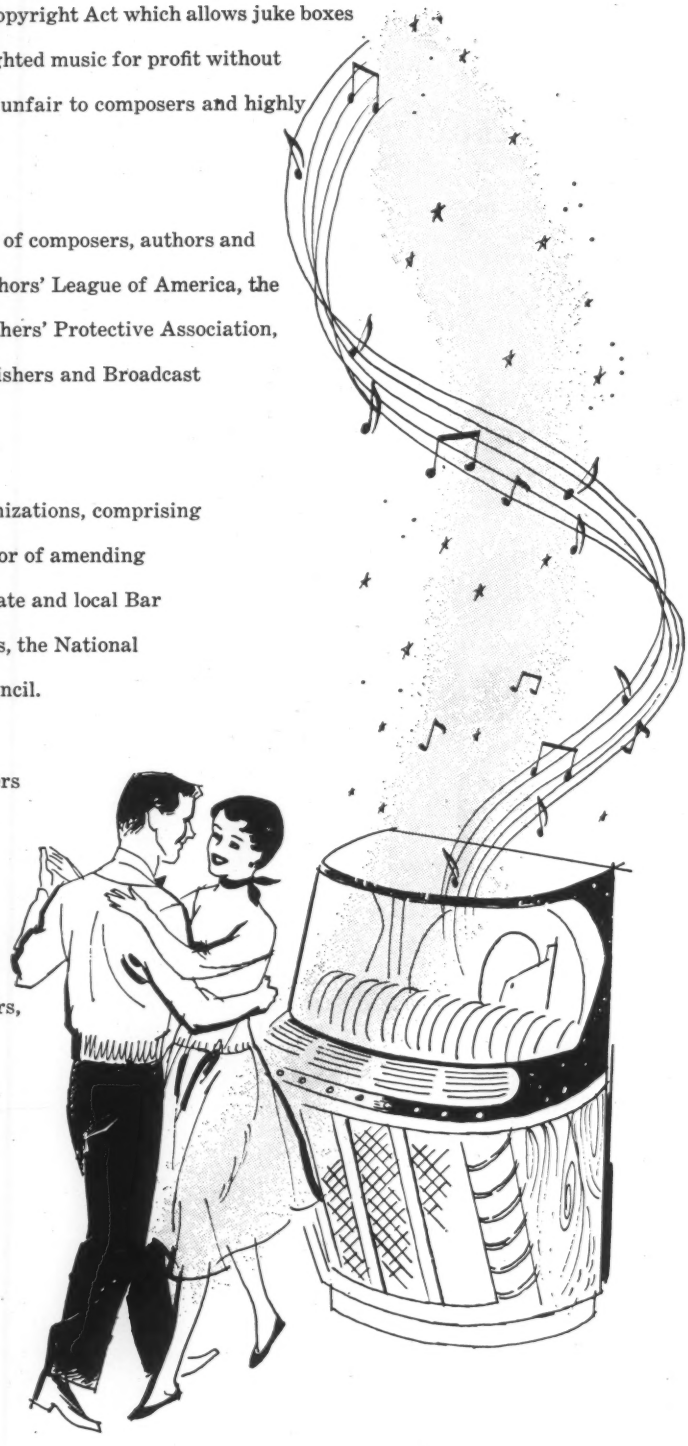
*"It's time for a change."* So say the vast majority of composers, authors and publishers and their organizations, including: the Authors' League of America, the Songwriters' Protective Association, the Music Publishers' Protective Association, the American Society of Composers, Authors and Publishers and Broadcast Music Incorporated.

*"It's time for a change."* So say responsible organizations, comprising millions of members, which have gone on record in favor of amending the Copyright Law: the American Bar Association, state and local Bar Associations, the General Federation of Women's Clubs, the National Federation of Music Clubs and the National Music Council.

*"It's time for a change."* So say influential members of Congress, who realize that modernizing the 1909 Copyright Act serves the best interests of both composers and juke box operators.

*"It's time for a change."* So say hundreds of editors, columnists, radio commentators, feature writers and reporters speaking to the Nation.

*Backed by this powerful expression of public opinion, the composers, authors and publishers of America confidently expect that 1955 is the year in which this obsolete section of the Copyright Act will at last be modernized.*



**THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS**
*575 Madison Avenue, New York 22, N. Y.*

(Continued from page 87)

they'll tell you, a song wasn't a hit until a million copies of sheet music had been sold, and when that happened the writer and composer divided up about $30,000. In those days, performance fees were peanuts. Sheet music sales were a songwriter's bread and butter and recording fees the jam.

But today a song that sells 100,000 sheet music copies is a hit; 250,000 a smash and 350,000 a nine-day wonder. And, they say around ASCAP, that nine days is not too much of an exaggeration, either. It used to be that a song would last a year or even longer, but today four months is forever. "Radio makes 'em but it's a short-run deal," they say, "and when it's over you're deader than yesterday's newspaper."

Asked about record sales, which seem to top the million mark quite frequently these days, the ASCAP people point out that there's a statutory royality limit of two cents for each record of each composition. Split that two ways between publisher and creator and each gets $10,000 or $5,000 apiece for the writer and composer. Not that that's bad in itself, but it's a far cry from the take-on sheet music sales in the pre-radio days.

Today, the royalties from performances of his tunes are far more important to the average song writer than his income from sheet music or record sales. And, according to ASCAP statisticians, performances today mean radio and television and almost nothing else.

The top music creators—like Irving Berlin, Rodgers and Hammerstein, Cole Porter—are naturally recipients of the top payments from ASCAP. But their most important revenue, the money that puts them in the upper income tax brackets, comes from that old fashioned thing—the theatre—and its younger sister—the movies. A contract to do the music for a Broadway show or a motion picture is the kind of a plum every songwriter dreams of finding in his Christmas pie—and he constantly hopes he'll be good enough at his trade to get it.

When the broadcasters launched BMI, the members of ASCAP had a natural worry that the station operators would allow their pride of ownership to influence their selection of music to be broadcast, so that the airwaves would carry vast volumes of BMI tunes with only a sprinkling of ASCAP compositions and that this would cause the writers and publishers to desert ASCAP and flock to BMI. The record shows that this just didn't happen.

The annual Office of Research reports on the musical compositions most played on the air year after year show a great preponderance of ASCAP numbers. As to membership, in 1930 ASCAP had 651 writer members and 95 publishers; by 1940 the totals were 1,167 writers and 140 publishers. That was before BMI. As of Oct. 15, 1954, ASCAP's membership rolls showed 3,251 writer members and 712 publishers.

Moneywise, ASCAP's membership has little cause to complain about the broadcasting industry. In the late 30's, radio payments accounted for about two-thirds of the Society's total income of about $6 million a year. Last year, radio and tv are credited with paying ASCAP more than $14 million, better than 80% of its entire revenue from all sources, and this year the radio and tv broadcasters are expected to account for some 85% of a total ASCAP income of approximately $20 million.

Speaking at the Society's 40th anniversary dinner earlier this year, Mr. Bourne recapitulated its history in this way: "The first ten years—a fight for existence; the second ten years—adjustment . . . to a new form of mass entertainment, radio; the third ten years—the society's growing sense of responsibility of its members to its customers and to the public; the past ten years—a period in which members have become more aware of their responsibilities to each other and to their organization."

In the same way, one might summarize the three decades of ASCAP-broadcaster relations as: The first ten years—one-sided and unhappy; the second ten years—antagonism, culminating in all-out war; the last ten years—businesslike, with problems approached rationally rather than emotionally, and an honest effort on both sides to work things out proving successful in overcoming the worst obstacles.

What lies ahead? Most broadcasters will probably agree that whatever new types of broadcast services may develop in the years to come, music will continue an important source of programming and ASCAP an important source of music. As to their future relationship with ASCAP, most will probably concur in the statement of the Society's president, Stanley Adams (page 86): "Of one thing, however, I am certain—that in the future, as in the past, composers, authors and publishers of America and the users of their music will learn more about each other and will gain increased understanding of their role as partners in the great American entertainment enterprise."

# MOREY PICKS 'EM FOR AP RADIO

CHARLEY MOREY, radio sports editor of The Associated Press, shoved back a foot-high stack of charts, diagrams and files and reached for the jar of coffee at his elbow. Halfway to his lips, the jar paused while Charley made his traditional toast to Dame Fortune.

Mr. Morey had just made his weekly selection of football winners. In the past, this Dame had treated him pretty decently. Last year, for example, in predicting the victors in more than 400 games, he had a batting average of .749. And that didn't include ties. The year before, his average for about the same number of selections was an even higher .762. And in 1951, a round .700.

Mr. Morey's courtship with the Dame extends past the gridiron to race tracks and the boxing ring. He picked Determine to win the 1954 Kentucky Derby (he did) and had High Gun and Fisherman one-two in the Belmont Stakes (they were). (He was on vacation the week before the running of the Preakness.)

His selections are included on the sports feature called "The Sportsman," carried daily on the AP radio wire and received by about 1,300 stations. The telescript moves about 4 a.m., so Charley writes it the previous afternoon, keeping in mind it must hold up for from one to three days. And it usually does. The football predictions move on the wire Wednesday morning, a full three days before the games are played.

What's his secret? What's his system in doping out the winners?

"I don't know . . . it's hard to explain," said Mr. Morey. "For one thing, I don't go in too heavily for the general run of handicapping. You've got to consider the . . . the intangibles.

"You've got to figure whether a team's really 'up' for the coming weekend—or the mental attitude of a horse. Don't laugh. Don't think for a minute those high-strung hay-burners don't have attitudes."

Mr. Morey also places a great deal of strength on the coach, manager or trainer. He has implicit faith in that person's ability to develop or ruin championship material.

MR. MOREY

Since taking over the assignment of writing "The Sportsman," Mr. Morey has been wrong on only two heavyweight title fights. Both times, it was Walcott over Charles. One upset worth mentioning was his selection of Featherweight Percy Bassett over Lulu Perez in the face of 4-to-1 odds against it.

He has been with the AP Radio department for 10 years, the last four as sports editor. Before that he was with United Press for four years and with the *Morning Telegraph* for one and one-half years.

A born and bred New Yorker, he has rarely strayed from its brick and concrete. Until he made a recent trip to Nova Scotia, he had never been farther away from home ground than 300 miles. He now lives in Brooklyn.

## WJAR-TV CHILDREN'S CONTEST

MONTHLY CONTEST designed to bring out the artistic and creative writing ability in children is being conducted by WJAR-TV Providence, R. I., through its *Children's Theater* program. Nearly 3,000 entries were received during the first Wonder-Treasure Book Award contest, in which children entered drawings. The October contest is for original compositions on a given subject. The prize for the monthly winners are two Wonder Books every month for one year. Ted Knight, puppeteer-ventriloquist featured on *Children's Theater,* is supervisor of the contest.

## NTA TEASER LETTERS

SERIES of teaser letters, the first containing one-dollar bills and the second two, have been mailed by National Telefilm Assoc. to station executives, agency people, newsmen and others throughout the country to promote its million-dollar "Tv Tic Tac Toe" contest, designed to sell NTA's film program library and at the same time help stations build audiences [B•T, Oct. 11]. A third letter was included in the promotion mailing which contained a "check" for $1 million and set up calls for company salesmen to explain the contest plan. In all, spokesmen said, $1,800 in cash and $363 million in "checks" were mailed out.

## ZIV TV PROMOTION KITS

ZIV TELEVISION PROGRAMS has provided promotion kits to stations carrying its *Meet Corliss Archer* tv film series. The kits include "party pack" game sets, rules for Corliss Archer Family Dances, press releases, dealer window posters and counter displays, film slides to accompany tv announcements and promotion letters. Ziv also has sent dealers, in addition to aids, premiums and novelties, promotion letters signed by members of the Archer family.

## KAVR ORIGINATES FOR MBS

NEW 1 kw KAVR Apple Valley, Calif., is originating the local *Christopher King's Sounding Board* program for the entire MBS network, with Sunday broadcasts tape-recorded for presentation on following Saturdays.

## CBS PROMOTION VIA PIGEONS

LOS ANGELES metropolitan newspaper radio editors, in a promotion for the new five-weekly CBS Radio *Amos 'n' Andy Music Hall* program, had homing pigeons delivered to them at their downtown offices, with instructions to write comments about the program on accompanying sheets of paper and release the birds to return to the network office in Hollywood. Among comments received were, "The pigeon is so cute I hate to send him back" and "Amos 'n' Andy are wonderful, but the CBS public relations department is crazy, man, crazy!"

## WTOC-TV MARKET BROCHURE

REPORT designed to help advertisers increase their profits in the Savannah, Ga., market has been prepared and distributed to advertisers and agencies for WTOC-TV Savannah by Avery-Knodel, New York, the station's national representative. The brochure stresses that the complexity of spot tv market selection makes it necessary to appraise closely the choice in terms of actual advertising value, and points to the Savannah market, where WTOC-TV is the only operating station, as one of the relatively new tv markets where advertisers can buy the same low cost per viewing home as they can in better established markets. The copy states that "Savannah's well-balanced economy produces high average per family income—$4,461 annually," and cites a number of examples where Savannah sales are well above the state average in specific product categories. Complete program information sheets for four of the station's shows are included in the presentation along with information on programming supplied by all four networks, the market's audience growth, data on the ownership and management of WTOC-TV and a study of the station's rate structure.

## WKNE ADVERTISERS CLINIC

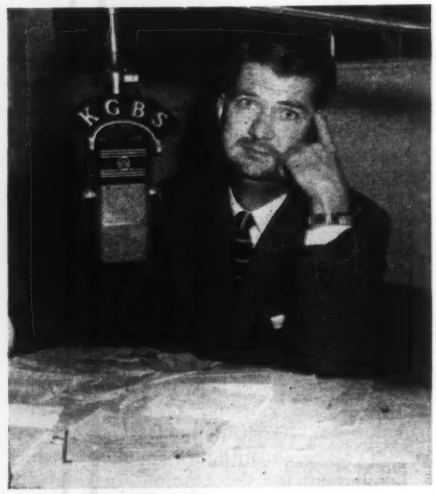
SIXTH ANNUAL "Advertiser's Clinic" of WKNE Keene, N. H., was staged by the station recently at Winding Brook Lodge in that city. Over one hundred of the station's advertisers attended the luncheon meeting and heard talks by Al Spokes, manager of WJOY Burlington, Vt., and Bob Peebles, general manager of WKNY-AM-TV Kingston, N. Y. The two men spoke on "BAB's Newspaper Story" and "Radio and Tv in a Market Similar to Keene," respectively. The meeting was conducted by Frank Estes, general manager of WKNE. The station reports that, at the meeting's close, one advertiser informed WKNE they would increase their advertising by $100 per month.

## SOIL FROM KANSAS

SAMPLE of eastern Kansas soil is being sent to advertisers and agencies by WIBW-TV Topeka, together with a folder which states, "From this rich soil of eastern Kansas comes big buying power for your product." The station reports that from eastern Kansas comes "high-yield crops producing $1,313,748,000 . . . every year." The brochure says that in 1953 the consumer spendable income was $5,741 per household, 9% above the U. S. average. A postcard to be sent to WIBW-TV for current and near future availabilities on the station is attached.

## SPECIAL EVENTS FOR 1955

CHAMBER of Commerce of the United States has announced the publication of "Special Days, Weeks and Months for 1955," listing more than 400 business promotion events, legal holidays and religious observances. The 48-page booklet lists the events both alphabetically and by date, giving the name and address of the sponsoring organization as well as the purpose and description of each special day, week and month. The publication is primarily designed to help businessmen, retailers, wholesalers, manufacturers, advertising agencies, newspapers and radio and tv stations tie in their promotion plans with national celebrations. "Special Days, Weeks and Months of 1955" may be obtained for 25 cents per copy from the Chamber of Commerce of the United States, 1615 H St., N. W., Washington, D. C.




**FACING nearly a thousand entries in his jingle contest to help put the local Missions baseball team into first division is Jim Wiggins, KGBS San Antonio sportscaster who vowed not to shave until the team makes the grade. A $25 first prize plus autographed baseballs and game tickets were the contest prizes.**

## SPONSOR COMMENDS STATION

EXECUTIVES of the Signal Oil Co. recently honored the San Jose (Calif.) Red Sox baseball team and KSJO there with a breakfast commending them for a successful year of broadcasting the team's games and a successful year of merchandising.

## CHRC MARKET BOOKLET

CHRC Quebec has distributed to advertisers and agencies a 23-page market booklet showing its coverage area, the important industries in the area, transportation facilities, homes, French-Canadian buying habits, daytime and nighttime radio audiences and photographs of station equipment and staff.

## WGN-AM-TV AND THE COWS

WHEN cows went marching down State St. in Chicago, radio and television were there to cover it. The feature was part of the Dairy Parade planned by WGN Inc. as a kickoff to the second annual International Dairy Show Oct. 9-16. WGN-AM-TV Chicago described the parade to Chicagoland listeners and viewers Oct. 9 from 10 a.m. to 11:30 a.m. Among dignitaries at the reviewing stand were Illinois Gov. William Stratton, Chicago Mayor Martin Kennelly and WGN-AM-TV and radio-tv personalities.

## WBNS-TV MARKS COLUMBUS DAY

COLUMBUS DAY (Oct. 12) was the day picked by WBNS-TV Columbus, Ohio, to kick-off the local United Appeal-Red Cross drive by presenting a special documentary, *You Are Here,* which depicted the city's progress in carrying out the hopes and ambitions envisioned in Christopher Columbus' discovery of America. The film, narrated by newscaster Chet Long, was three months in preparation. Included in the promotion were messages from the Mayor of Genoa, Italy, and the captain of the steamship *Christoforo Colombo,* a presentation of a medal by the Italian Line to WBNS-TV and the city, a visit to the station by the Italian Naval Attache to the U. S. and a luncheon for 250 of Ohio's top citizens.

## KCSJ-TV AIRS TV BINGO

RESPONSE to its first *Video* program, a tv version of bingo on KCSJ-TV Pueblo, Colo., was reported by the station as totaling over 32,000 entries, with the second week's distribution of "Video" cards having reached more than 50,000. Cards are secured by participants at stores of the ten sponsors of *Video.* A large number wheel is spun on the program and cards with corresponding combinations are winners. The sponsors provide prizes, which range from Lewyt vacuum cleaners to a $375 gas stove. The volume of mail received has necessitated the station's employing a full time staff to handle it. Present plans for the program, which KCSJ-TV reports as its most

PLUS 50 is the *perfected* "long-playing" magnetic tape, bringing you *50% extra* playing time with no compromise in strength or recording quality.

One reel of "Plus-50" is equal in recording or playback time to 1½ reels of standard tape. More listening per reel . . . less time changing reels. Best of all, Soundcraft "Plus-50" *actually costs less per foot* than quality acetate-base tapes!

The secret of "Plus-50" lies in its extra thin "Mylar" base (1 mil as compared to 1.5 mils in acetate tapes). "Mylar," DuPont's Polyester Film, contains no plasticizer. It will not cup or curl. Elongation and shrinkage from heat, cold and humidity are barely measurable. And it's far stronger than the thicker acetate . . . one third as strong as steel!

There has been no compromise in the development of "Plus-50"—a big advantage for you! The oxide coating is *constant, full-depth*—to maintain correct frequency response, output level, and bias characteristics. No machine adjustments are needed. "Plus-50" can be interspliced with other fine quality tapes without level change.

See your Soundcraft Dealer for "Plus-50" as well as these other famous Soundcraft Magnetic Recording Tapes:

**Soundcraft Recording Tape** (in the box with The Red Diamond) the all-purpose "Standard of the Industry."

**Soundcraft Professional Tape** (in the box with The Blue Diamond) for radio, TV and recording studios. Splice-free up to 2400 feet. Standard or professional hubs.

**Soundcraft LIFETIME® Tape** (in the box with The Yellow Diamond) for priceless recordings. DuPont "Mylar" base. For rigorous use . . . perfect program timing. Store it anywhere virtually forever.

Soundcraft Tapes are the world's finest—and yet they cost no more.

**FOR EVERY SOUND REASON**

**REEVES SOUNDCRAFT CORP.**
**10 East 52nd St., New York 22, N.Y.**

## WAMS DOCUMENTARY SERIES

DOCUMENTARY SERIES explaining the endeavors of several Delaware groups in developing character and good citizenship is being presented five days a week over WAMS Wilmington. Titled *Delaware Lifeline*, the program is broadcast twice a day, in the morning and evening, with a day a week devoted to one group. The participating groups are the Wilmington public schools (Mondays), Delaware State Police (Tuesdays), Delaware and Wilmington churches (Wednesdays), Wilmington Department of Public Safety (Thursdays) and the New Castle County (Del.) Family Court (Fridays). Three months of research and planning were required before the series was put on the air, which the station reports will continue indefinitely. J. Caleb Boggs, governor of Delaware, praised the program at a kick-off luncheon preceding the initial broadcast Oct. 11, emphasizing the service *Delaware Lifeline* could render in combatting juvenile delinquency.

successful thus far, include expanding it from one hour to one hour and a half and the addition of another "Video" night for viewers in outlying communities.

## WBAL-TV COLOR PROGRAMMING

COLOR FILMS of a U. S. Air Force aerial fire power demonstration were presented Oct. 13 by WBAL-TV Baltimore. The films were made the preceding weekend at Elgin Air Force Base in Florida by station photographer John M. White and production executive George Mance. Depicting some of the nation's latest planes and their fire power, the films were shown over *Your Esso Reporter* news program from 6:45-7 p.m. In addition, WBAL-TV has started *Color Theater*, Tues., 2:30-3 p.m., color show which the station reports is the first regularly scheduled color film program in Baltimore.

## WDOK AIRS MORE MUSIC

MORE MUSIC, resulting from a format change by WDOK Cleveland, is in store for residents of the city, as that station now airs a continuous block of popular music from 6 a.m. to 7 p.m. daily. Two disc m.c.'s, Bill Reid and "Big Chief" Norman Wain, handle the 6 a.m.-12:30 p.m. and 12:30-6 p.m. stints respectively. After that time, WDOK emphasizes nationality music and the symphonic favorites, featuring semi-classicals and heavy symphonies. Also, twice-hourly five minute newscasts are conducted between 6-8:30 a.m. and 4-7 p.m.

## KRLD-TV AIRS COLLEGE COURSES

KRLD-TV DALLAS, Tex., is presenting two college credit courses in cooperation with the Dallas College of Southern Methodist U. The courses, which are presented together at 9 a.m. on Saturdays and were inaugurated Oct. 2, are titled *Municipal Government and Administration* and *Introduction to Music*. Both subjects are offered on a credit or non-credit basis, with the credit students supplementing their tv studies with graded homework and a final examination. Dr. J. M. Claunch, director of Dallas College, and Dr. John M. Glowacki, SMU professor of music literature, are conducting the two programs.

## AFRS ADDS WOR-MBS SHOW

WOR New York-MBS show, *Hawaii Calls*, has been added to the Armed Forces Radio Service program roster, it has been announced. The program will be carried on 76 stations, locations of which include Iceland, Saudi Arabia, Iwo Jima, Korea, Okinawa and the Philippines, as well as on the Danube, Mediterranean and Caribbean networks of AFRS.

## WHY WOMEN LIKE 'HIS'

CHICAGO women are taking advantage of an opportunity to report why they are glad their husbands use a certain brand of shaving lotion. Their views are being solicited in a $1,000 local radio prize contest sponsored by The House of Men in Chicago. Response has been heavy, according to the maker of His after-shave lotion, which asks the ladies to write 25 words or less on "why she is glad the man in her life" uses the product. The contest is part of a four-week campaign calling for a total of 40 one-minute spots on WMAQ and WIND Chicago. The first prize in the contest is $500.

## SE HABLA ESPAÑOL?

CONCEIVED to further good Latin American relations, in addition to teaching the Spanish language, WITV (TV) Fort Lauderdale, Fla., is conducting a weekly, 15-minute program titled *El Espanol en Miami*. Phillip De La Rosa, education director of the station, is originator, producer and conductor of the series. Response to the program is more than was anticipated and WITV reports being deluged with mail and phone calls. In addition to reaching viewers interested in learning the language, *El Espanol en Miami* is also enjoyed by a large Spanish speaking population on Florida's gold coast.

LEARNING first-hand about the product of their sponsor, Standard Oil Co., are Charlies Davis (l) and Dan Daniel, who handle color and play-by-play, respectively, of Alabama Polytechnic Institute (Auburn) football games over WAPI Birmingham. The games go out over WAPI to 28 stations, according to WAPI.

## 'HALLS OF IVY' PROMOTION

YOUNG & RUBICAM, N. Y., has mailed a miniature International Harvester Truck to editors filled with several boxes of National Biscuit Co. products to remind them of the company's new show, *Halls of Ivy*, starring Mr. and Mrs. Ronald Colman on CBS-TV.

## WHLI BROCHURE

TENTH market brochure of the year, titled "Sales Link to the Long Island Market," is being sent to advertisers and agencies by WHLI Hempstead, L. I., N. Y. It includes Long Island market information, WHLI programming and audience ratings and a list of station advertisers.

## 'PYRAMID' IN ALBANY

A "PYRAMID" has been uncovered in Albany, New York—a "pyramid" which WPTR there has unveiled to save certain advertisers in the Albany-Schenectady-Troy market up to $2,411 each weekly. WPTR's "Pyramid Plan," a 2-week promotion merchandising effort, is announced and outlined in a brochure being sent to agencies and advertisers by the station. Described as a plan for "preferred advertisers"—those contracting for a minimum expenditure of $150 per week of station time on a firm 13-week basis—the "Pyramid Plan" calls for concentrated station support of the advertiser's message on radio, in newspapers, on bus cards, on posters, in point-of-sale displays, and in other advantageous places. The estimated total cost of the plan will be $2,661, of which the advertiser will be expected to pay only $250—or a saving to the advertiser on the promotional activities of $2,411. The advertiser is guaranteed a coverage of at least 2,409,520 advertising exposures during the course of the plan.

45 45 45 45 45 45 45 45 45
MR. STATION OWNER:
Here is our answer to your problem,
WHERE TO PUT 45's FOR 45's

Model GS0736 Shown
Model GS0724 - 24" wide - $69.50
Model GS0736 - 36" wide - $79.50
Model GS0748 - -48" wide - $89.50
Prices include Crating & Freight
ALSO CABINETS FOR ALL OTHER SIZES OF RECORDS
Freight prepaid by motor truck anywhere in U. S. A.
5% Discount if Check Accompanies Order
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## HOLLAND PLANS COMMERCIAL TV

COMMERCIAL television will be introduced in Holland as soon as the Dutch Parliament passes the necessary bills, according to a government announcement last week. Proceeds from commercial tv will make it possible for more people there to have television, J. M. L. T. Cals, Netherlands minister of education, pointed out.

The present restricted telecasting schedule of six hours a week in Holland will be doubled next March when additional facilities are available. When the new tv plan goes into effect, there will be no censorship although the directive authorizing sponsored tv states that "moderation must be practiced in all political and propaganda broadcasts," the announcement said.

A network of tv transmitters is expected to be completed in mid-1956. This will make reception possible throughout the country. Under the present system, a large part of Holland is outside the range of the main transmitter at Lopik.

## U.S. Daytime Network Radio Tops Nighttime in Canada

UNITED STATES daytime network radio shows are more popular than nighttime shows with Canadian audiences, according to the September national radio ratings report of Elliott-Haynes Ltd., Toronto. Leading shows were *Ma Perkins* (12.9), *Pepper Young's Family* (12.7), *Guiding Light* (12.1), *Right to Happiness, Road of Life* and *Aunt Lucy* (11.8), and *Rosemary* (10.8).

There were no evening English-language network shows in the national rating report for the third month.

French-language daytime network programs were led by *Rue Principale* (28.5), *Je Vous ai Tant Aime* (27.7), *Le Joyeux Troubadours* (24.3), *Francine Louvain* (22.8) and *Quelles Nouvelles* (19.5). French-language evening network shows were *Un Homme et Son Peche* (35.6), *Le Survenant* (20.2), *L'Heure de Coke* (16), and *Colette et Roland* (13.8).

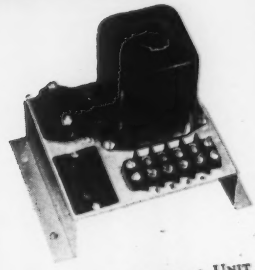
## CKCW-TV Target Date Dec. 1; Will Be Fully RCA Equipped

CKCW-TV Moncton, N. B. (ch. 2), will be the second English-language tv station on the air in the Canadian Atlantic Coast provinces when it begins telecasting on Dec. 1, the 20th anniversary of the start of CKCW's broadcasting activities. CKCW-TV will be fully RCA equipped, including an RCA-Victor Wavestack antenna and studio equipment. The main studio is 50 ft by 30 ft. and has kitchen equipment for homemaker programs. Tentative program schedule shows a number of local shows in early evening hours and network shows on kinescope from CBC-TV. Fred Lynds is general manager. H. N. Stovin & Co., Toronto, is Canadian representative and Adam Young, New York, is U. S. representative.

## Performers Criticize CBC For Ban on AGVA Members

CRITICISM of the Canadian Broadcasting Corp. for not allowing any members of the American Guild of Variety Artists to appear on the sponsored (Canada Packers Ltd. Toronto) tv talent show, *Pick the Stars*, has been voiced by Canadian performers at Toronto where the show is produced. A number of


Investigate before you buy . . .



RI-108-6 AC POTENTIAL UNIT — used in the Rust System to remotely indicate AC line voltage or regulated filament line voltage (which is proportional to actual filament voltage). The unit is designed for operation on either 115 volts or 230 volts 50/60 cycles.

and you'll choose rust!

If you are considering Remote Control for your transmitter, investigate before you buy. Choose the system that's designed for *you* — and you'll choose Rust. Here's why . . .

No two Rust systems are exactly alike. Rust remote control systems are *engineered* to fit *your* transmitter, whatever its make or model. Even the interconnection diagrams you get are especially drawn up for *your* equipment. Thirty different component units are stocked so that your specific problems can be solved by standard Rust units, *prior to installation.*

What does all this mean? It means that when you buy a Rust system it is *complete.* Your installation is easier and quicker. Because there are no tubes, there are no tube failures. Because there are no adjustments, there are no maladjustments. The Rust System functions as it should . . . with little or no maintenance.

When you shop around for Remote Control — take a peek behind the panel. You'll find Rust offers the best buy for *you.*

the rust industrial company, inc.

608 WILLOW STREET, MANCHESTER, N. H.

artists picked for the show claim they have been turned down at the last minute because of insistence of American Federation of Musicians that its members would not play for AGVA performers. Drew Crossan, CBC producer of the show, has admitted not having booked any AGVA members for the show at mid-October. From Ottawa, a CBC spokesman has stated that "on the insistence of the AFM, new contracts for individual program series this season carried a clause to the effect that the musicians are not obligated to play if members of AGVA should be on the same program." He pointed out that since the contracts were signed there have been some cases where members of both unions have appeared on the same program.

## Canada's Largest Hookup

WHAT IS BELIEVED to be the biggest radio and television commercial network hookup in Canada will be used on November 27 for the Canadian Grey Cup football classic at Toronto. The simulcast will include nine tv stations on microwave network and 55 radio stations, with 12 more tv stations across Canada carrying the kinescope of the game the next day. National Carbon Co., Toronto (Prestone anti-freeze), and Northern Electric Co., Montreal (Sylvania tv receivers), are joint sponsors. Agency is Harry E. Foster Advertising Ltd., Toronto.

### INTERNATIONAL SHORTS

**CMQ** Havana, Cuba, has ordered Philco Corp., Phila., equipment for additional seven-hop microwave link to extend network's facilities 150 miles from Santa Clara to Camaguey, bringing total length of network to approximately 315 miles.


**RCA TUBES in stock at ALLIED!**

**IMMEDIATE DELIVERY**

**RCA-892R.** Forced-Air-Cooled Triode—in stock for immediate delivery. **RCA-892R, $385**

**RCA-891R.** Forced-Air-Cooled Triode. **RCA-891R, $385**

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and effort.

Refer to your ALLIED 308-page Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin" mailing list.

**ALLIED RADIO**

100 N. Western Ave., Chicago 80

Phone: HAymarket 1-6800




# Station Authorizations, Applications

## (As Compiled by B • T)

### October 14 through October 20

***Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.***

**Abbreviations:**

**CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)**

### FCC Commercial Station Authorizations
### As of Sept. 30, 1954*

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 2,602 | 535 | 112 |
| CPs on air | 14 | 24 | †316 |
| CPs not on air | 121 | 14 | 150 |
| Total on air | 2,616 | 559 | 428 |
| Total authorized | 2,737 | 573 | 578 |
| Applications in hearing | 137 | 2 | 167 |
| New station requests | 155 | 3 | 12 |
| New station bids in hearing | 76 | 0 | 151 |
| Facilities change requests | 128 | 8 | 15 |
| Total applications pending | 658 | 83 | 182 |
| Licenses deleted in Sept. | 0 | 2 | 0 |
| CPs deleted in Sept. | 2 | 0 | 8 |

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

* * *

### Am and Fm Summary through Oct. 20

| | On Air | Licensed | CPs | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| Am | 2,638 | 2,597 | 141 | 154 | 76 |
| Fm | 559 | 538 | 36 | 5 | 0 |

### Television Station Grants and Applications
### Since April 14, 1952

***Grants since July 11, 1952:***

| | vhf | uhf | Total |
|---|---|---|---|
| Commercial | 259 | 314 | 573[1] |
| Educational | 15 | 18 | 33 |

***Total Operating Stations in U. S.:***

| | vhf | uhf | Total |
|---|---|---|---|
| Commercial on air | 283 | 119 | 402 |
| Noncommercial on air | 4 | 3 | 7 |

***Applications filed since April 14, 1952:***

| | New | Amend. | vhf | uhf | Total |
|---|---|---|---|---|---|
| Commercial | 932 | 337 | 722 | 528 | 1,251[2] |
| Educational | 55 | | 28 | 27 | 55[3] |
| Total | 987 | 337 | 750 | 555 | 1,306[4] |

[1] One hundred-three CPs (18 vhf, 85 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 606 already granted.

# ACTIONS OF FCC

## New Tv Stations . . .

### ACTION BY FCC

**Toledo, Ohio—Woodward Bcstg. Co.** granted uhf ch. 79 (860-866 mc); ERP 166 kw visual, 87.1 kw aural; antenna height above average terrain 420 ft., above ground 437 ft. Estimated construction cost $359,217, first year operating cost $500,000, revenue $500,000. Post office address % Max Osnos, Woodward Bcstg. Co., 3315-19 Cadillac Tower, Detroit 26, Mich. Studio and transmitter location Toledo, Ohio. Geographic coordinates 41° 39' 03.7" N. Lat., 83° 32' 06.5" W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C. Consulting engineer George P. Adair, Washington, D. C. Principals include **Max Osnos**, department store, drugstore, and parking company executive, president-treasurer (93%); **Jacob Kellman**, department store executive, vice president-secretary (4.5%); **Waldo Abbott**, professor and director of broadcasting, U. of Michigan (1.25%); **George C. Edwards**, judge, City of Detroit, (1.25%). Applicant is permittee of ch. 62 WCIO-TV Detroit, Mich. Granted Oct. 20.

### APPLICATIONS

**New Bern, N. C.—Nathan Frank,** vhf ch. 13 (210-216 mc); ERP 101.2 kw visual, 60.7 kw aural; antenna height above average terrain 466 ft., above ground 493 ft. Estimated construction cost $248,495, first year operating cost $105,000 revenue $140,000. Post office address P. O. Box 810, Henderson, N. C. Studio and transmitter location West side Neuse River, N. of Ronny Creek, N.N.W. of city. Geographic coordinates 35° 08' 15" N. Lat., 77° 03' 31" W. Long. Transmitter and antenna RCA. Legal counsel Haley, Doty & Wollenberg, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Mr. Frank is pres.-99.1% stockholder WHNC-AM-FM Henderson, N. C. Filed Oct. 18.

**Mayaguez, P. R.—Jose Ramon Quinones (WAPA-TV San Juan),** vhf ch. 3 (60-66 mc); ERP 1.47 kw visual, 0.88 kw aural; antenna height above average terrain 39 ft., above ground 349 ft. Estimated construction cost $133,977, first year operating cost $28,000, revenue $60,000. Post office address Radio Station WAPA, P. O. Box 4563, San Juan. Studio and transmitter location Barrio Sabalos, 0.76 mi. S.W. Main Insular Rd. #2. Geographic coordinates 18° 11' 19" N. Lat., 67° 09' 16" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Mr. Quinones is owner of WAPA-AM-TV. Filed Oct. 12.

**Rapid City, S. D.—Black Hills Bcstg. Co. of Rapid City,** vhf ch. 3 (60-66 mc); ERP 1.574 kw visual, 0.944 kw aural; antenna height above average terrain 230 ft., above ground 270 ft. Estimated construction cost $74,816, first year operating cost $150,000, revenue $100,000. Post office address P. O. Box 1752, Rapid City. Studio and transmitter location on Skyline Drive opposite St. Andrew extended. Geographic coordinates 44° 04' 10" N. Lat., 103° 14' 38" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Principals include Pres. **Helen S. Duhamel** (100%), stockholder KOTA Rapid City; Vice Pres. **Peter A. Duhamel**; Sec. **Leo D. Borin**, and Treas. **J. Norman Heffron**. Filed Oct. 18.

**Lufkin, Tex.—Forest Capital Bcstg. Co.,** vhf ch. 9 (186-192 mc); ERP 11.3 kw visual, 5.65 kw aural; antenna height above average terrain 666 ft., above ground 500 ft. Estimated construction cost $223,160.13, first year operating cost $125,000, revenue $100,000. Studio location and transmitter location 1.4 mi. northwest of Clawson, east of Highway #69, Angelina County. Geographic coordinates 31° 25' 09" N. Lat., 94° 48' 02" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of KTRE Lufkin. Principals include President **R. W. Wortham Jr.** (32%), executive vice president and director of Southland Paper Mills Inc., Lufkin; Vice President **E. L. Kurth Sr.** (16%), president and general manager of Angelina County Lumber Co., Keltys, Tex., president of Southland Paper Mills Inc., Lufkin, president of Wills Point Lumber Co., Wills Point, Tex., Farmers-Merchants Lumber Co., Brenham, Tex., and Lufkin Amusement Co., Lufkin; **Henry B. Clay** (9.5%), general manager of KWKH Shreveport, La.; **William E. Antony** (9.3%), chief engineer, KWKH, and partner and 25% owner of Bcst. Engineering Service, Shreveport (consulting engineers); **Ola Thompson** (10%), stockholder in Angelina County Lumber Co., Keltys, Kurth Lumber Co., Jasper, Tex., and Lufkin Amusement Co., Lufkin; **L. A. Mailhes** (4.6%), general manager of *Shreveport Times*, and eight other minority stockholders. Address P. O. Box 701, Lufkin, Tex.

## Existing Tv Stations . . .

### ACTIONS BY FCC

**WGN-TV Chicago, Ill.—WGN Inc.** granted mod. of CP for ch. 9 to change ERP to 316 kw visual, 158 kw aural; change transmitter location to 130

Randolph Drive; antenna height above average terrain 870 ft. Granted Oct. 14; announced Oct. 19.

**KSL-TV Salt Lake City, Utah—Radio Service Corp. of Utah** granted mod. of CP for ch. 5 to change ERP to 29.5 kw visual, 17.8 kw aural; designate studio location as 145 Social Hall Ave.; antenna height above average terrain 3,970 ft. Granted Oct. 11; announced Oct. 19.

**WSAU-TV Wausau, Wis.—Wis. Valley Tv Corp.** granted STA to operate commercially on ch. 7 for the period ending Jan. 12, 1955. Granted Oct. 14; announced Oct. 19.

### APPLICATIONS

**WFTL-TV Ft. Lauderdale, Fla. — Tri-County Bcstg. Co.** seeks mod. of CP for ch. 23 to change ERP to 195 kw visual, 98 kw aural; change transmitter location to Hallendale Rd. and N.E. 2nd Ave., near Hollywood, Fla.; antenna height above average terrain 856 ft. Filed Oct. 18.

**WFLA-TV Tampa, Fla.—The Tribune Co.** seeks mod. of CP for ch. 8 to change studio location to 905 Jackson Place; ERP to 303 kw visual, 212 kw aural; antenna height above average terrain 1,037 ft. Filed Oct. 18.

**WCNY-TV Carthage, N. Y.—The Brockway Co.** granted STA to operate commercially on ch. 7 for the period ending Dec. 10. Granted Oct. 14; announced Oct. 19.

**KWWL-TV Waterloo, Iowa—Black Hawk Bcstg. Co.** seeks mod. of CP for ch. 7 to change transmitter location to 3.5 miles N.E. of Waterloo city limits; change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 917 ft. Filed Oct. 14.

### CALL LETTERS ASSIGNED

**KRCA (TV) Los Angeles, Calif. — National Broadcasting Co.**, ch. 4. Changed from KNBH (TV).

**KBET-TV Sacramento, Calif. — Sacramento Telecasters Inc.**, ch. 10.

**KAKI (TV) Visalia, Calif.—Sequoia Telecasting Co.**, ch. 43.

**WRC-TV Washington, D. C.—National Broadcasting Co.**, ch. 4. Changed from WNBW (TV).

**WTVT (TV) Tampa, Fla.—Tampa Television Co.**, ch. 13.

**WJLB-TV Detroit, Mich.—Booth Radio & Television Stations Inc.**, ch. 50.

**WMCN (TV) Grand Rapids, Mich.—Peninsular Broadcasting Co.**, ch. 23.

**WTOM-TV Lansing, Mich.—Inland Broadcasting Co.**, ch. 54. Changed from WILS-TV.

**WRCA-TV New York, N. Y.—National Broadcasting Co.**, ch. 4. Changed from WNBT (TV).

**KOKE (TV) El Paso, Tex.—Trinity Broadcasting Corp.**, ch. 13. Changed from KELP-TV.

**KFJZ-TV Ft. Worth, Tex.—Texas State Network Inc.**, ch. 11.

**KRTK-TV Houston, Tex.—Houston Consolidated Television Co.**, ch. 13. Changed from KTLJ (TV).

**KTVW (TV) Tacoma, Wash.—KMO Inc.**, ch. 13. Changed from KMO-TV.

**WHTN-TV Huntington, W. Va.—Greater Huntington Radio Corp.**, ch. 13.

## New Am Stations . . .

### ACTIONS BY FCC

**Rosedale, Md.—1360 Bcstg. Co.** granted 1360 kc, 1 kw daytime, directional. Post office address % Leon B. Back, 846 West North Ave., Baltimore, Md. Estimated construction cost $32,410, first year operating cost $52,000, revenue $78,000. Principals include President **Leon B. Back** (25%), motion picture exhibitor and theatre owner; Secretary-Treasurer **Mathilda W. Feldman** (50%), and **Ben Strouse** (25%), vice president-general manager-2½% stockholder WWDC-AM-FM Washington, D. C. Granted Oct. 20.

**Fremont, Mich.—Paul A. Brandt** granted 1490 kc, 100 w unlimited. Post office address 901 E. Maple St., Mt. Pleasant, Mich. Estimated construction cost $16,380, first year operating cost $40,000, revenue $45,000. Mr. Brandt is owner of WCEN Mt. Pleasant, Mich. Granted Oct. 13.

**Ogallala, Neb.—Ogallala Bcstg. Co.** granted 930 kc, 500 w daytime. Post office address % Newell Eastman, 716 West C St., Ogallala. Estimated construction cost $16,299, first year operating cost $32,275, revenue $36,000. President **Newell Eastman** (10%), employe for manufacturer of electronics equipment; Vice President **Matt Beckius** (4.6%), employe for manufacturer of electronics equipment; Secretary-Treasurer **Marvin A. Romig** (3.4%), attorney, and **E. Charles Robacker** (2%), general contractor. Granted Oct. 13.

**Winnemucca, Nev.—Northwest Radio & Television Corp.** granted 1400 kc, 250 w unlimited. Post office address P. O. Box 387, Winnemucca, Nev. Estimated construction cost $11,000, first year operating cost $35,000, revenue $36,000. Principals include **Lester W. Pearce**, federal employe, president and director (18.5%); **John E. Sommers**, hotel manager, director (18.5%); **John R. Duarte**, Winnemucca chief of police, vice president and director (14.8%); **Henry E. Ruckteschler**, service station owner, secretary-treasurer and director (18.5%); **Odie G. Lupien**, music service owner, director (7.4%); **Oliver Curutchet**, general contractor, director (7.4%); **Rudolph Schwartz**, rancher, director (14.8%). Granted Oct. 20.

**Vinita, Okla.—John M. Mahoney and John Q. Adams d/b as Vinita Bcstg. Co.** granted 1470 kc, 500 w daytime. Post office address % John Q. Adams, Box 495, Vinita. Estimated construction cost $14,841, first year operating cost $37,000, revenue $50,000. Principals include **John M. Mahoney** (½), appliance store owner, and **John Q. Adams** (½), attorney. Granted Oct. 13.

**Morgantown, W. Va.—C. Leslie Golliday tr/as Morgantown Bcstg. Co.** granted 1300 kc, 500 w daytime. Post office address % C. Leslie Golliday, P. O. Box 874, Martinsburg, W. Va. Estimated construction cost $13,608, first year operating cost $35,000, revenue $60,000. Mr. Golliday is ½ owner and manager of WEMP-AM-FM Martinsburg, W. Va. Granted Oct. 20.

### APPLICATIONS

**Inglewood, Calif.—Albert John Williams**, 1460 kc, 500 w daytime. Post office address 1310 Fairfield St., Glendale, Calif. Estimated construction cost $41,000, first year operating cost $36,000, revenue $45,000. Mr. Williams is real estate owner and announcer KXLA Pasadena, Calif. Filed Oct. 12.

**Albuquerque, N. M.—Grande Bcstg. Co.**, 1430 kc, 500 w daytime. Post office address % Ray King, Box 1172, Yuma, Ariz. Estimated construction cost $11,000, first year operating cost $25,000, revenue $29,000. Principals in equal partnership include **D. W. Schieber**, employe for manufacturer of house trailers, and **W. R. King**, farm director-announcer KYMA Yuma. Filed Oct. 15.

**Riverhead, N. Y.—Stanley Allan & Herbert Morrison d/b as A-M Bcstg. Co.**, 1390 kc, 1 kw daytime. Post office address Box 651, Patchogue, N. Y. Estimated construction cost $14,750, first year operating cost $42,000, revenue $54,000. Principals in equal partnership include **Stanley Allan**, program director at WPAC Patchogue, and **Herbert Morrison**, secretary-13.3% stockholder WPAC Patchogue and 5.6% stockholder WNRC New Rochelle, N. Y. Filed Oct. 13.

**Pendleton, Ore.—John M. Carroll d/b as Umatilla Bcstg. Enterprises**, 1050 kc, 1 kw daytime. Post office address P. O. Box 706, Pendleton. Estimated construction cost $18,069, first year operating cost $48,000, revenue $55,000. Mr. Carroll deals in farm implements, appliances and general farm supplies. Filed Oct. 12.

**Bedford, Pa.—The Inquirer Printing Co.**, 1310 kc, 1 kw daytime. Post office address % Hugo K. Frear, 130 S. Juliana St., Bedford, Pa. Esti-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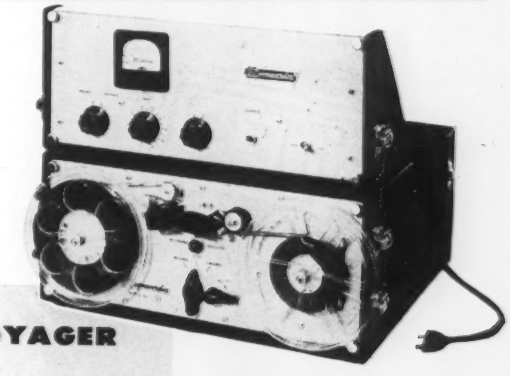


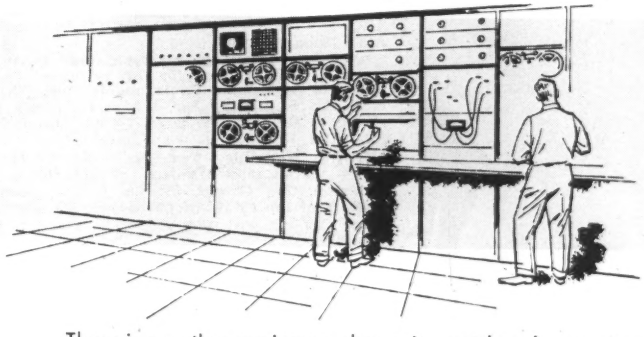

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mated construction cost $19,190, first year operating cost $88,000, revenue $82,000. Principals include Pres. **John F. Biddle** (49½%), treas.-19.8% stockholder Progressive Pub. Co., Clearfield, Pa.; pres.-40% stockholder Gazette Pub. Co., Bedford, and pres.-17% stockholder Joseph F. Biddle Pub. Co., Huntington, Pa., licensee of WHUN there; Vice Pres. **Hugo K. Frear** (50%), 50% stockholder Gazette Pub. Co., and Selinsgrove Times Inc., Selinsgrove, Pa.; and Sec.-Treas. **Leola L. Taylor** (½%), employe at J. F. Biddle Pub. Co. Filed Oct. 14.

### APPLICATION AMENDED

**Newton, Iowa—Richard C. Brandt, William C. Brandt, William M. Bryan & Eddie Erlbacher d/b as Newton Bcstg. Co.** amends bid for new am station on 1490 kc 100 w unlimited to specify 1280 kc 500 w daytime, directional. Filed Oct. 12.

## Existing Am Stations . . .

### ACTION OF FCC

**WMNC Morgantown, N. C.—Nathan J. Cooper** granted CP to change from 1490 kc 250 w unlimited to 1430 kc 5 kw daytime. Granted Oct. 13; announced Oct. 14.

### APPLICATIONS

**KYNO Fresno, Calif.—Radio KYBO, Voice of Fresno** seeks CP to change from 1300 kc unlimited, DA-2 to 540 kc daytime, directional with power of 1 kw. Filed Oct. 11.

**KRAI Craig, Colo.—Northwestern Colo. Bcstg. Co.** seeks CP to change from 1230 kc 250 w to 550 kc 1 kw day, 500 w night, directional. Filed Oct. 20.

## Existing Fm Stations . . .

### ACTIONS BY FCC

**WLRD (FM) Miami Beach, Fla.—Mercantile Bcstg. Co.** granted mod. of license to change studio site to 420 Lincoln Rd. Granted Oct. 11; announced Oct. 19.

**WORG (FM) Orangeburg, S. C.—WTND Inc.** granted STA to operate from 12 noon to 6 p.m. for the period ending Dec. 1. Granted Oct. 12; announced Oct. 19.

### STATION DELETED

**WAOK-FM Atlanta, Ga.—WAOK Bcstg. Co.** FCC granted request to cancel and delete Class B fm station on ch. 248. Deleted Oct. 12; announced Oct. 19.

## Ownership Changes . . .

### ACTIONS BY FCC

**KSBW-AM-TV Salinas, Calif.—Salinas Bcstg. Corp.** granted involuntary transfer of one-third interest from Lewis A. Tervern, deceased, to executors of his estate so that John C. Cohan and William M. Oates, each one-third owner, may buy that share for $69,666 from Mr. Tervern's estate and thus acquire negative control (50%) each. Granted Oct. 20.

**WJWL Georgetown, Del.—Rollins Bcstg. Inc.** granted voluntary assignment of license to wholly owned subsidiary Rollins Bcstg. of Delaware Inc. Consideration is book value. Granted Oct. 14; announced Oct. 19.

**WPFA-TV Pensacola, Fla. — WPFA-TV Inc.** granted assignment of CP for ch. 15 to Charles W. Lamar Jr. through lease arrangement for 50 months for $40,000 and option to purchase all physical assets at book value. Mr. Lamar was 53.2% owner and now will be sole owner. Granted Oct. 13; announced Oct. 19.

**KUDL Kansas City, Mo.—David M. Segal** granted assignment of license to KUDL Inc. for $175,000. KUDL Inc. is owned 78% by Mr. Segal, president. He also is principal owner WGVM Greenville, Miss., and is sole owner of KDKD Clinton, Mo., and KOSI Aurora, Colo. Others in KUDL Inc. include **Freida F. Segal**, 1%; **Harold Buckum**, business manager KUDL, secretary-treasurer 10%; **Floyd Bell**, director 3%; **Edward M. Guss**, station manager-vice president and 2% owner WGVM, director 2%; **Jack R. Stull**, commercial manager WGVM, 2%; **Leslie Eugene Abrahamson**, 2%; **Thomas F. Alford**, 2%. Granted Oct. 20.

**KCHS Truth or Consequences, N. M.—Ollie Louis Dennis and Gladys Pauline Dennis** granted assignment of license to Rex A. Tynes, consulting engineer, for $13,500. Granted Oct. 20.

**KGW-FM Portland, Ore.—Pioneer Bcstrs. Inc.** granted assignment of license to H. Quenton Cox, KGW-FM manager, for $3,750. Granted Oct. 20.

**WDKN Dickson, Tenn.—Joe M. Macke** granted voluntary assignment of CP to Dickson County Bcstg. Co. for $3,500. Principals include Pres.-Treas. **William A. Potts** (70%), service station owner; Vice Pres. **James M. Hayes** (20%), manufacturer, and Sec. **John W. Bailey** (5%), employe of WJZM Clarksville, Tenn. Granted Oct. 20.

### APPLICATIONS

**WGES Chicago, Ill.—Radio Station WGES** seeks voluntary assignment of license to J. A. Dyer, V. I. Christoph, E. M. Hinzman, E. M. Dyer, W. F. Moss, M. D. Curtis, M. J. Winkler, P. D. Fort, H. M. Kennedy & W. R. Moss d/b as Radio Station WGES through sale by F. A. Ringwald of 10% interest to E. M. Dyer for $25,000 and gift of 2½% interest by W. M. Moss to his son W. R. Moss. Filed Oct. 13.

**KSYL Alexandria, La.—KSYL Inc.** seeks voluntary transfer of control to Milton Fox through purchase of 50% interest from Mr. and Mrs. Wheelahan for $25,000. Mr. Fox will now be sole owner. Filed Oct. 11.

**KAUS-KMMT (TV) Austin, Minn.—Cedar Valley Bcstg. Co.; Minn.-Iowa Tv Co.** seeks assignment to Black Hawk Bcstg. Co., owner of KWWL-AM-TV Waterloo, Iowa. KWWL will manage the properties and has 1 year option to purchase them for $40,000. Principals include Pres. **Ralph J. McElroy** (38.9%); Vice Pres. **Donald M. Graham** (2.4%), and Treas. **E. Horslund** (3.5%). Filed Oct. 14.

**WBIE Batesville, Miss.—Panola Bcstg. Co.** seeks voluntary assignment of license to Harold B. McCarley, Travis A. Palmer & Harriet K. Hartness d/b as Panola Bcstg. Co. No consideration involved as H. K. Hartness obtains ⅓ interest as beneficiary of James P. Hartness, deceased. Filed Oct. 14.

**KPLW Union, Mo.—Leslie P. Ware tr/as Franklin County Bcstg. Co.** seeks voluntary assignment of license to wholly owned company Franklin County Bcstg. Co. Filed Oct. 13.

**WROW-AM-TV Albany, N. Y.—Hudson Valley Bcstg. Co.** seeks voluntary transfer of control to Lowell J. Thomas (31.2%), radio commentator; Frank M. Smith (20.8%); Ellen B. Elliot (20.8%), and Alger B. Chapman (10.4%), former ABC director, through sale of 83½ interest for $298,800. Messrs. Thomas and Smith are officers of Cinerama Productions Corp. Filed Oct. 14.

**WGTC Greenville, N. C.—Carolina Bcstg. System** seeks voluntary assignment of license to Greenville Radio Co. for $65,000. Principals include Pres. **H. W. Anderson** (20%); Vice Pres. **Joel E. Lawhon** (20%); Sec.-Treas. **Harry W. Severance** (20%); **P. O. Barnes** (20%), and **Mrs. L. B. Thomas** (20%). Principals are associated in the ownership of WVOT Wilson, N. C. Filed Oct. 14.

**WTRF-AM-FM Bellaire, Ohio—Tri-City Bcstg. Co.** seeks voluntary assignment of license to Ohio-W. Va. Bcstg. Co. for $90,000 and plus accounts receivable. Principals include Pres.-Treas. **John W. Kluge** (100%), officer and stockholder WGAY Silver Spring, Md., KXLW Clayton, Mo., WLOF Orlando, Fla., WKDA Nashville, Tenn., and WILY Pittsburgh, Pa. Filed Oct. 11.

**WJW Cleveland, Ohio—WJW Inc.** seeks voluntary transfer of control to Storer Bcstg. Co. through sale of all stock for $330,000. Principals include Pres. **George B. Storer** (67.5½), and Senior Vice Pres. **J. Harold Ryan** (4.6%). Storer Bcstg. owns WAGA-AM-FM-TV Atlanta, Ga.; WGBS-AM-FM Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WWVA-AM-FM Wheeling, W. Va.; KGBS San Antonio, Tex., and WBRC-AM-TV Birmingham, Ala. Filed Oct. 20.

**WTYC Rock Hill, S. C.—Tri-County Bcstg. Co.** seeks voluntary transfer of negative control (50%) to A. Lincoln Faulk and his wife Pauline E. Faulk for $15,000. Mr. & Mrs. Faulk are associated in the ownership of WCKB Dunn, N. C. Filed Oct. 18.

**KERV Kerrville, Tex.—Kerrville Bcstg. Co.** seeks involuntary transfer of control to Hal Peterson, Guy Griggs, Charles H. Johnston, executors of the estate of Charles V. Peterson, deceased. Each will now own 25% interest. Filed Oct. 8.

**KJIM Beaumont, Tex.—KPBX Bcstg. Co.** seeks voluntary transfer of control to Ben Rogers and 4 others through sale of all stock for $10,000. Principals include Pres. **Ben J. Rogers** (13%); Vice Pres. **Walter L. Rubens** (49%), commercial manager KCOH Houston; **Nathan J. Rogers** (12%); **Sol J. Rogers** (13%), and **Victor J. Rogers** (13%). The Rogers are all brothers and each owns 1% interest in KCOR San Antonio. Filed Oct. 19.

**WAYB Waynesboro, Va.—Waynesboro Bcstg. Corp.** seeks voluntary acquisition of control by N. Wilbur Kidd through purchase of 35% interest from J. T. Phillips for $13,627. Mr. Kidd will now own 76% interest. Filed Oct. 13.

**KJR Seattle, Wash.—Mt. Rainier Radio & Tv Bcstg. Corp.** seeks voluntary transfer of control to C. Howard Lane through purchase of 90% interest from Theodore R. Gamble for $135,000. Mr. Lane, who will now be sole owner, is vice pres.-10.1% stockholder KOIN-AM-FM-TV Portland, Ore., and pres.-23.7% stockholder KFBI Wichita, Kan. Filed Oct. 13.

*(Continued on page 114)*

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# COMPARATIVE NETWORK AM SHOWSHEET

## SUNDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 6:00 PM | Lorillard Monday Morning Headlines | Wm Wrigley Gene Autry (191) R | Nick Carter (497) | The American Forum |
| 6:15 | Paul Harvey Bellione | | | |
| 6:30 | The World Church O. L. Jaggers | Hall Bros. Radio Hall of Fame (206) | Mutual Benefit On the Line with Bob Considine (546) | Travels In Tempo |
| 6:45 | | | Harry Wismer Sports (355) General Tire | |
| 7:00 | Quincy Howe | Amer. Tob. Jack Benny (213) | Rod & Gun Club-Co-op | TBA |
| 7:15 | George Sokolsky | | | |
| 7:30 | Living Room Frolics | CBS Columbia Amos 'n' Andy (alt. wks.) Music Hall | Enchanted Hour | |
| 7:45 | | | | |
| 8:00 | | Toni & Whitehall Cosponsored Our Miss Brooks (206) | Heartbeat of Industry | Dr. Six-Gun |
| 8:15 | | | | |
| 8:30 | | Philip Morris My Little Margie (204) R | Oklahoma City Symphony Orchestra | Barrie Craig Confidential Investigator |
| 8:45 | | | | |
| 9:00 | Walter Winchell Gruen & ASR alt. wks. | Kraft Foods Edgar Bergen-Charlie McCarthy Show (206) | | Adventures of the Abbotts |
| 9:15 | Lorillard Taylor Grant | | | |
| 9:30 | Living Room Frolics (Cont'd) | | Manion Forum Let's Face It | Easy Money |
| 9:45 | | | Co-op Hazel Markel | |
| 10:00 | Co-op Paul Harvey (118) | 10-10:05 Daniel Schorr | Billy Graham Evangelist Assn. Hour of Decision | Fibber McGee & Molly *3-Plan |
| 10:15 | Elmer Davis | 10:05-10:30 Mahalia Jackson | | The Great Gildersleeve 3 Plan * |
| 10:30 | The Assemblies of God "Revival Time" | Face the Nation | Little Symphonies | Meet the Press |
| 10:45 | | | | |
| 11:00 | Moods in Melody | News | Winnipeg Sunday Concert | News from NBC |
| 11:15 PM | | U N Report | | No Network Service |

## MONDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| | Not in Service | Metro. Life Ins. Allan Jackson (30) | Repeat of Kid Strips | No Network Service |
| | | No Service M-F | | Co-op Allen-Hodges Sports Daily |
| | Budweiser Bill Stern | | | No Network Service |
| | Co-op George Hicks | Lowell Thomas | | Sun Oil Co. 3-Star Extra (34) |
| | Vandercook CIO | Tenn. Ernie | Co-op Fulton Lewis, jr | Alex Drier Man on the Go Co-op |
| | Co-op Quincy Howe | | Co-op Dinner Date | No Network Service |
| | Gen. Mills, Lone Ranger (153) | Longines Chorallers (108) | American Home Prod. Gabriel Heatter | Miles Labs News of World (166) |
| | Les Griffith 7:55-8 S | Am. Oil-Ford Ed. R. Murrow (199) | In the Mood | Toni Co. One Man's Family |
| | General Motors Henry Taylor (159) | Toni & Carter Carlise Archer (207) | Top Secret Files * | Best of All |
| | American Music Hall | | | |
| | Voice of Firestone | Lever-Liston Godfrey Talent Scouts (171) R | Co-op Broadway Cop | |
| | | Liggett & Myers Perry Como (195) | Johns Manville Bill Henry 9:05 Spotlight Story | Bell Telephone Telephone Hour (185) R |
| | Camaratta Music Show | 9:15-30 Mr. & Mrs. North | Co-op Mutual Newsreel | |
| | | 9:30-9:55 Amos 'n' Andy Music Hall Viceroy Cig. (206) | Co-op Reporters Roundup | Cities Service Band of America (113) N |
| | Sammy Kaye | Robt. Trout, News Chevrolet (197) | | |
| | Co-op Headline Edition | Mr. Keen | A. F. of L. Harry Flannery (189) | Fibber McGee & Molly *3-Plan |
| | Richard Rendell News | Dance Orchestra | Manhattan Crossroads Co-op | The Great Gildersleeve 3 Plan * |
| | Philco News | | Distinguished Artists Series | Two in the Balcony |
| | Martha Lou Harp | | | |
| | Songs by Dini | News | Co-op Virgil Pinkley News | No Network Service |
| | Sports Report S | Dance Orchestra | U. N. Highlights | News of the World Morgan Beatty |

## TUESDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| | Not in Service | Metro. Life Ins. Allan Jackson (30) | Repeat of Kid Strips | No Network Service |
| | | No Service | | Co-op Allen-Hodges Sports Daily |
| | Budweiser Bill Stern | | | No Network Service |
| | Co-op George Hicks | Lowell Thomas | | Sun Oil Co. 3-Star Extra (34) |
| | Vandercook CIO | Tenn. Ernie | Fulton Lewis, jr | Alex Drier Man on the Go Co-op |
| | Co-op Quincy Howe | | Co-op Dinner Date | No Network Service |
| | General Mills Silver Eagle | Longines Chorallers | Bellone alt. Tues. Gabriel Heatter | Miles Labs. News of World (168) |
| | Les Griffith 7:55-8 S | Am. Oil-Hamm Ed. R. Murrow (98) | Coca-Cola Co. The Eddie Fisher Show (245) | One Man's Family (182) |
| | Jack Gregson | 8-9:15 Stop the Music (172) Quality Goods (alt. weeks) Exquisite Form 8:45-9 (206) | Treasury Agent * | Toni Co. Mary Margaret McBride People Are Funny |
| | News S | | | |
| | | | Co-op John Steele Adventurer | Liggett & Myers Dragnet (197) |
| | News S | | Johns Manville Bill Henry 9:05 Spotlight Story | |
| | Co-op Town Meeting | Mr. & Mrs. North | Co-op Newsreel | Lux Radio Theater |
| | | 9:30-9:55 Amos 'n' Andy Music Hall Murine Segmts. on various nights | Search That Never Ends | |
| | Chr. S. Publ. Co. Irwin D. Canham (20) | Robt. Trout, News Chevrolet (197) | | |
| | Co-op Headline Edition | Mr. Keen | A. F. of L. Harry Flannery | Fibber McGee & Molly *3-Plan |
| | Richard Rendell News | Dance Orchestra | Manhattan Crossroads Co-op | The Great Gildersleeve 3 Plan * |
| | Edwin C. Hill | | | |
| | Hawkshaw Hawkins | | The Army Hour | Listen to Washington |
| | Singing with the Stars | News | Co-op Virgil Pinkley | No Network Service |
| | Sports Report S | Dance Orchestra | U. N. Highlights | News of the World Morgan Beatty |

## WEDN

| | ABC | CBS |
|---|---|---|
| | Not in Service | Metro. Life Ins. Allan Jackson (30) |
| | | No Service |
| | Budweiser Bill Stern | |
| | Co-op George Hicks | Lowell Thomas |
| | Vandercook CIO | Tenn. Ernie |
| | Co-op Quincy Howe | |
| | Gen. Mills, Lone Ranger (153) | Longines Chorallers |
| | Les Griffith 7:55-8 S | Am. Oil-Ford Ed. R. Murrow (199) |
| | Jack Gregson | Wrigley FBI in Peace & War (190) |
| | News S 8:25-30 | 21st Precinct |
| | Sammy Kaye | Liggett & Myers Perry Como (206) |
| | News S | Mr. & Mrs. North |
| | Paul Whiteman Varieties | Amos 'n' Andy Music Hall Viceroy Cig. |
| | | Robt. Trout, News Chevrolet (197) |
| | Co-op Headline Edition | Mr. Keen |
| | Richard Rendell News | M-F Dance Orchestra |
| | Philco News | |
| | The Dunigans and Their Friends | |
| | Town & Country Time | |
| | Singing with the Stars | News |
| | Sports Report S | Dance Orchestra |

## SUNDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| 9:00 AM | 9:00-9:05 ABC News | News S | Dr. Wyatt Wings of Healing (306) | World News Round-Up Co-op |
| 9:15 | Milton Cross | Music Room | | Carnival of Books |
| 9:30 | Prophecy, Inc. Voice of Prophecy (99) | E. Power Biggs | Christian Ref. Church Back to God (268) | Faith in Action |
| 9:45 | | Bob Trout Chevrolet | | Art of Living |
| 10:00 | Message of Israel S | Church of Air S | Radio Bible Class (291) | National Radio Pulpit |
| 10:15 | | | | |
| 10:30 | Negro College Choirs S | | Voice of Prophecy (307) | Headlines In Perspective |
| 10:45 | | | | |
| 11:00 | Sunday Melodies | Salt Lake City Tabernacle | Dawn Bible Frank & Ernest (362) | News from NBC |
| 11:15 | Marines in Review | | Co-op John T. Flynn | Treasury of Music |
| 11:30 | The Christian In Action S | Invitation to Learning* S | Northwestern U. Review S | Pauline Frederick at the UN |
| 11:45 | | | | UN Assignment |
| 12:00 N | Pan-American Union | 12:05-30 Campaign '54 | U. S. Marine Band | Music for Relaxation |
| 12:15 PM | | | | |
| 12:30 | The World Tomorrow Radio Church of God | Howard K. Smith | Bill Cunningham Co-op | The Eternal Light S |
| 12:45 | | Geo. Hermann News | Co-op Merry Mailman | |
| 1:00 | Churches of Christ Herald of Truth (108) | Man's Right to Knowledge | Wings of Healing Global Frontiers | Youth Wants to Know |
| 1:15 | | | World Traveler | |

## MONDAY - FRIDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| | RealLemon Tu & Th M sustaining W&F Rockwood | Co-op News | Co-op Robt. Hurleigh | No Network Service |
| | Swift & Co. Breakfast Club (290) R | No Service | Co-op Allen Prescott | |
| | Philco, M-W-F Quaker Tues. & Thurs. | Staley, Pet Milk Campana Godfrey (192) R | Johnny Olsen Show | |
| | Sterling Drug Tu&Th (sust.) My True Story (212) | Campana Starkist Godfrey (199) R | Co-op Cecil Brown | Th&F 10-10:0 M. M. McBrid |
| | G.Mills M-W-F Seeman Tu & Th Whispering Streets (224) | Minn. Mining Frigidaire-Arthur Godfrey (195) R | Co-op Kenny Baker Show | The Bob Smith Show S |
| | When A Girl Marries (165) Carnation Co. | Kellogg Toni (203) R Kellogg | 10:30 S. C. Johnson News 10:35-11 Madeleine Carroll Story Time* | |
| | Mdrn. Romances M-F Junket (half sponsorship) | National Biscuit Lever Godfrey (201) R | Florida Calling with Tom Moore | Miles Labs Break the Bank |
| | Ever Since Eve | Pillsbury & Tod alt. Fri. Pillsbury M-Th | S. C. Johnson News | C-P Strike It Rich (179) |
| | Thy Neighbor's Voice | Contnl. Baking Make Up Your Mind (56) | Queen for a Day | C-P The Phrase that Pays (183) |
| | Three City By-line | P&G Ivory Snow Rosemary (117) | M-F (551) 11:45-12 P. Lorillard | Second Chance *3-Plan |
| | Valentine | Armour & P&G Wendy Warren (206) | (Miles) Break the Bank | No Network Service |
| | Luncheon at the Sheraton N. Y. Day by Day | Lever Bros. Aunt Jenny (179) | Johnson & Son News 12:15-12:20 | |
| | N.S.A. | Toni MWF Whitehall M-F Helen Trent (154) | 12:20-12:30 Down at Holmesy's | No Network Service |
| | | Whitehall-P&G Our Gal Sunday (183) | 12:30-1 No Service | |
| | Co-op Paul Harvey | P&G Ivory Road of Life (154) | Co-op Cedric Foster | |
| | Co-op Ted Malone | P&G Oxydol Ma Perkins (162) | Luncheon at Sardi's | |

## SATURDAY

| | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| | Co-op No School Today | Co-op News | No Network Service | Skelly Oil This Farming Business (30) |
| | | No Service | 9:30-9:35 John Price, News | Egbert & Umm 8:30-9:30 |
| | (10-10:30) Table Products, Inc. | St. Louis Melodies | No Network Service | Serenade to Romance |
| | | Co-op Garden Gate | | |
| | | Galen Drake | | |
| | Nestles Alternate wks. Space Patrol (284) | Hunt Club Galen Drake (68) | American Travel Guide | |
| | | Colgan Galen Drake (65) | Kite Flite | |
| | Platterbrains | Nehi (165) | | |
| | | Milner (125) | Conference Call | |
| | All-League Clubhouse S | Helene Curtis (205) | 11:30-35 John Price, News | Roadshow |
| | | Van Camp (203) | 11:35 U. S. Military Academy Band | |
| | 101 Ranch Boys S | 12-12:30 Romance S | Farm Quiz | Allis-Chalmers |
| | American Farmer S | Liggett & Myers Gunsmoke (204) | Co-op N. E. Barn Dance Jamboree | Roadshow |
| | Navy Hour S | Carter City Hospital (205) | Fifth Army Band | |
| | | Tasti Diet Galen Drake | | |

## DAY

| | ABC |
|---|---|
| 1:30 PM | Pilgrim |
| 1:45 | |
| 2:00 | Healing W Inc. Dr. Oral |
| 2:15 | |
| 2:30 | Dr. W Wings of |
| 2:45 | |
| 3:00 | Sammy K Sunday Serenade Room |
| 3:15 | New York Philharmonic |
| 3:30 | |
| 3:45 | Dr. Billy G Hour of D (22) |
| 4:00 | |
| 4:15 | ON A SUNDAY |
| 4:30 | |
| 4:45 | AFTERNOON |
| 5:00 | |
| 5:15 | Youth Mo Pro Crus |
| 5:30 | Gospel Old-Fash Revival H |
| 5:45 PM | Gospel Greater Eve |

# EVENING TIME — FOR NOVEMBER 1954

## TUESDAY

| MBS | NBC |
|---|---|
| Repeat of Kid Strips | No Network Service |
| | Co-op Allen-Hodges Sports Daily |
| | No Network Service |
| | Sun Oil Co. 3-Star Extra (34) |
| Fulton Lewis Jr | Alex Drier Man on the Ga Co-op |
| Co-op Dinner Date | No Network Service |
| Amer. Home Prod. Gabriel Heatter | Miles Labs News of World (158) |
| In the Mood | One Man's Family (199) |
| Squad Room * | Chevrolet Dinah Shore |
| | Toni Frank Sinatra Show |
| Co-op Sentenced | R. J. Reynolds "Walk a Mile" |
| Johns Manville Bill Henry 9:05 Spotlight Story | DeSoto Plymouth Dealers, You Bet Your Life (191) |
| Co-op Mutual Newsreel | |
| Family Theatre | Amer. Cig. & Cig. Big Story (192) |
| A. F. of L. Harry Flannery | Fibber McGee & Molly *3-Plan |
| Co-op Manhattan Crossroads | The Great Gildersleeve 3 Plan * |
| Co-op Sounding Board | Keys to the Capital |
| Co-op Virgil Pinkley News | No Network Service |
| U.N. Highlights | News of the World Morgan Beatty |

## THURSDAY

| ABC | CBS | MBS | NBC |
|---|---|---|---|
| Not in Service | Metro. Life Ins. Allan Jackson (30) | Repeat of Kid Strips | No Network Service |
| | No Service | | Co-op Allen-Hodges Sports Daily |
| Budweiser Bill Stern | | | No Network Service |
| Co-op George Hicks | Lowell Thomas | | Sun Oil Co. 3-Star Extra (34) |
| Vandercook CIO | | Fulton Lewis Jr | Alex Drier Man on the Ga Co-op |
| Co-op Quincy Howe | Tenn. Ernie | Co-op Dinner Date | No Network Service |
| General Mills Silver Eagle | Longines Choraliers | Gabriel Heatter | Miles Labs News of World (168) |
| Les Griffith 7:55-8 S | Am. Oil-Hamm Ed. R. Murrow (98) | Coca-Cola Co. Eddie Fisher Show | Toni Co. One Man's Family (182) |
| Jack Gregson | 8-8:25 Suspense * | Official Detective * | Dodge Bros. Roy Rogers Family Program (200) |
| News S | | | |
| | Night Watch | Co-op Crime Fighters | American Dairy Bob Hope Show |
| News S | | | |
| Sammy Kaye | Rosemary Clooney | Johns Manville Bill Henry 9:05 Spotlight Story | Spend A Million |
| News S | Mr. & Mrs. North | Co-op News Reel | |
| Ralph Flanagan Show S | Amos 'n' Andy Music Hall Murine segmts. on various nights Robt. Trout, News Chevrolet (197) | Co-op State of the Nation | Harkness News 9:30-35 |
| | | | Senor Ben 9:35-10 |
| Co-op Headline Edition | Mr. Keen | A. F. of L. Harry Flannery | Fibber McGee & Molly *3-Plan |
| Richard Rendell News | M-F Dance Orchestra | Manhattan Crossroads Co-op | The Great Gildersleeve 3 Plan * |
| Edwin C. Hill | | Musical Caravan | Jane Pickens Show Co-op |
| Front & Center | | | |
| Singing with the Stars | News | Co-op Virgil Pinkley News | No Network Service |
| Sports Report S | Dance Orchestra | U.N. Highlights | News of the World Morgan Beatty |

## FRIDAY

| ABC | CBS | MBS | NBC |
|---|---|---|---|
| Not in Service | Metro. Life Ins. Allan Jackson (30) | Repeat of Kid Strips | No Network Service |
| | No Service | | Co-op Allen-Hodges Sports Daily |
| Budweiser Bill Stern | | | No Network Service |
| Co-op George Hicks | Lowell Thomas | | Sun Oil Co. 3-Star Extra (34) |
| Vandercook CIO | | Fulton Lewis Jr | Alex Drier Man on the Ga Co-op |
| Co-op Quincy Howe | Tenn. Ernie | Co-op Dinner Date | No Network Service |
| Gen. Mills, Lone Ranger (153) | Longines Choraliers | Gabriel Heatter | Miles Labs News of World (168) |
| Les Griffith 7:55-8 S | Am. Oil-Ford Ed. R. Murrow (199) | In the Mood | One Man's Family |
| Jack Gregson | 8-8:25 Crime Photographer * | Counterspy * | Chevrolet Dinah Shore |
| News S | | | Toni Frank Sinatra Show |
| | Bristol-Myers Godfrey Digest (205) | Co-op Take a Number | |
| News S | | | |
| Sammy Kaye | Liggett & Myers Perry Como (206) | Johns Manville Bill Henry 9:05 Spotlight Story | Friday with Garroway |
| News S | Mr. & Mrs. North | Co-op Mutual Newsreel | |
| The World We Live In | 9:30-9:55 Amos 'n' Andy Music Hall Murine segmts. on various nights Robt. Trout, News Chevrolet (197) | Have a Heart | |
| Football Forecast S | Mr. Keen | A. F. of L. Harry Flannery | Gillette Fights |
| Philco News | M-F Dance Orchestra | Manhattan Crossroads Co-op | |
| Indoors Unlimited | | Dance Orchestra | Sports Highlights |
| Frank & Jackson | News | Co-op Virgil Pinkley News | No Network Service |
| Sports Report | Dance Orchestra | U.N. Highlights | News of the World Morgan Beatty |

## SATURDAY

| ABC | CBS | MBS | NBC |
|---|---|---|---|
| Pan American Union | Lou Cioffi | Grunfeld's Musical Almanac | George Hicks News |
| | Football Scoreboard | | H. V. Kaltenborn News Co-op |
| Co-op Bob Finnegan Sports | Capitol Cloakroom | Co-op Men's Corner | On the Campus |
| Co-op Sports Afield with Bob Edge | | J. Brickhouse —Repeat J. Price—Repeat | |
| Show Time Review | Gen. Mtrs., News | Co-op Sam Levine | Heart of the News |
| At Ease | Make Way for Youth | Co-op Report from Washington | |
| Dinner At The Green Room S | Gangbusters | Keep Healthy | College Quiz Bank |
| 8:00-8:05 ABC News | | The Globe-Trotter | |
| | Liggett & Myers Gunsmoke (213) | True or False | Conversation |
| Dancing Party S | Juke Box Jury | Quaker City Capers | (Nov. 20 only (8:30-5:30) Los Angeles Philharmonic Orchestra |
| | P. Lorillard Two For The Money (209) | Hawaii Calls | Boston Symphony Orchestra |
| | Saturday Night Country Style | Lombardoland U.S.A. S | R. J. Reynolds Grand Ole Opr (93) |
| | 9:55-10 Chevrolet A. Jackson (192) | | |
| Ozark Jubilee | Saturday Night Country Style | Chicago Theatre of the Air S | Dude Ranch Jamboree |
| Music | Louisville Orchestra | | Pee Wee King Show Co-op |
| Statler Orchestra | News | Basil Heatter Commentary | News from NBC |
| | Dance Orchestra | Airmen of Note | No Network Service |

## SUNDAY

| CBS | MBS | NBC |
|---|---|---|
| 1:30-1:35 Mtrs., News | Lutheran Hour (479) | U. of Chicago Roundtable |
| Syncopation Piece | | |
| Longines Symphonette (125) | | The Catholic Hour |
| | Bandstand U. S. A. | |
| New York Philharmonic | | Anthology |
| | Wonderful City | |
| | CBC Symphony Orchestra | |
| ON A SUNDAY AFTERNOON | | Weekend |
| | Flight in the Blue | |
| | The Shadow | Inheritance |
| | True Detective Mysteries | |
| Trout, News (205) | 5:50-6:00 State Farm Mut. C. Brown | Dennis Day Nutrilite Show |

## MONDAY - FRIDAY

| ABC | CBS | MBS | NBC |
|---|---|---|---|
| Closed Circuit | P&G Crisco Dr. Malone (153) | Ted Steele Show | Pauline Frederic Reporting |
| | P&G Duz Guiding Light (128) | | |
| No Network Service | Armour Mrs. Burton (140) | Luncheon with Lopez | No Network Service |
| T&Th Charles Antell Show | P&G Tide Perry Mason (173) | 2:25 Johnson & Son, News | |
| Betty Crocker M-W-F | Toni & Bristol Myers Nora Drake (197) | Wonderful City | |
| Seeman Bros. Sheilah Graham T&Th | P&G Ivory Fl. Brighter Day (184) | | |
| The Martin Block Show 2:35-4 | Pharmaco Hilltop House Tu&Th (MWF sust.) (147) R | Ruby Mercer Co-op | News |
| | Lever, Kellogg Houseparty * (182) R | | Woman In Love |
| | Pillsbury MTh House Party Hawaiian F (196) R* | | P&G Pepper Young (168) |
| Reed Browning Show 4-4:25 | Mike & Buff | | P&G Right to Happiness (183) |
| Betty Crocker M-W-F T&Th Dorese Bels | No Service | No Network Service | P&G Backstage Wife (175) |
| | | Sing a Song of Sixpence | Sterling MWF Toni Tu-Th Stella Dallas (162) |
| Treasury Bandstand 4:30-5 | 4:55-5 News | Bruce and Dan | Sterling M-W-F Toni (Tu-Th) Widder Brown (182) |
| Tu&Th Charles Antell Musical Express | No Service | MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon | P&G Woman in My House (188) |
| Gloria Parker | | | Miles Labs Just Plain Bill |
| Vincent Lopez | | MWF Kellogg Co. Wild Bill Hickok TuTh B. Benson Johnson News | C-P Lorenzo Jones (191) |
| | | | Mr. Jolly's Hots for Pots Coast Fisheries |
| | | | It Pays To Be Married *3-Plan |

## SATURDAY

| ABC | CBS | MBS | NBC |
|---|---|---|---|
| Vincent Lopez Show S | Allan Jackson Chevrolet (205) | Co-op Ruby Mercer | Crosley Football Games |
| | Peter Lind Hayes | | |
| Co-op Football | Football Roundup | Lineup R. J. Reynolds | |
| Chautauqua Symphony | | Football Game of the Week | |
| Pop Concerts | | Scoreboard R. J. Reynolds | |
| This Week in Washington | Saturday at the Chase | 5:00 Teen-agers Unlimited | |
| As We See It | | 5:45-55 (498) Jack Brickhouse Sports, State Farm Auto Ins. | Approx. 5:30-6 Roadshow |
| | | John Price, News | |

program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EST.

**ABC**—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Betty Crocker, Gen. Mills (319). 7:55-8 p.m., Les Griffith & The News. (332). 10:30-10:35 p.m., MWF, Philco Corp., Edwin C. Hill and the Human Side of the News (310) Texas Co. sponsors 13 five-minute news programs Sat., 12 on Sun.

**CBS**—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Longines-Wittnauer Watch Co.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Frl. 8:25-30 p.m.
Galen Drake—Tastl Dfet Sat. 1:25-30 p.m., 203 Sta.
**Arthur Godfrey Time** M-F 10-11:30 a.m.
10-10:15 a.m., Staley Mfg., M.-Th. alt. days; Pet Milk, M.-F. alt. days; Glamorene, alt. Frl.
10:15-30 a.m., Campana Sales Co., M.-F. alt. days; Star Kist, M.-F. alt. days.
10:30-45 a.m., Bristol Myers, M. W. alt. F.; Gen. Motors, Frigidaire, Tu.-Th.; A. H. Staley Mfg. Co., alt. Frl.
10:45-11:00 a.m., Minn. Mining & Mfg., M. W. alt. Frl.; Kellogg, Tu.-Th.; Adolph's, alt. Frl.
11-11:15 a.m., Lever, M.-W. alt. Frl.; Toni, Tu.-Th.; Kellogg, alt. Frl.
11:15-30 a.m., Pillsbury, M.-Th.; Toni, alt. Frl.; Gen. Motors, Frigidaire, alt. Frl.
**General Motors Corp. Chevrolet Div.**, Newscasts Robert Trout & the News, Sun 9:55-10 a.m.; Sun. 1:30-35 p.m.; Sun 5:55-6 p.m.; Mon.-Frl. 9:55-10 p.m.
Allan Jackson News, Sat. 1:30-35 p.m.; Sat. 5:30-35 p.m.; Sat. 7-7:05 p.m.; Sat. 9:55-10 p.m.
**Longines-Wittnauer Watch Co.**, Newscasts Newscast (5 min.) with Larry LeSueur, Sun. 12 p.m.; Sun. 4 p.m.; Sun. 5 p.m.; Sat. 10 a.m.; Sat. 10:55 a.m.; Sat. 12 p.m.
**Amos 'n' Andy Music Hall**
Brown & Williamson, M. W., Ted Bates
Murine Co. (BBD&O), 11/4, 8, 16, 19, 25, 29/54.

**MBS**—
Credit Union Nat'l Assoc. 4:55-5:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mon.-Frl. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
Lemon Products-Mon., Wed., Frl.
R. J. Reynolds Tob. Co.—M-F.
SOS Co. Mon. & Thurs.
**Multi-Message**
Madeleine Carroll, Story Time—Duell, Sloan & Pearce M.-F. 10:35-11 a.m.
Mon.-Frl. 11:25-11:30 a.m. S. C. Johnson—News
**NBC**—8-8:15 a.m., Skelly Oil, M-F, News (28);
Three-Plan:
Lewis-Howe, Liggett & Myers, Carter Products & RCA, Fibber McGee & Molly; Second Chance; It Pays to Be Married.

(Continued from page 110)

## Hearing Cases . . .

### INITIAL DECISION

**Little Rock, Ark.—New tv, ch. 11.** FCC hearing examiner Fanney N. Litvin issued an initial decision looking toward grant of the application of Arkansas Television Co. for construction permit for new tv station on ch. 11 in Little Rock, Ark. Action Oct. 15.

### OTHER ACTIONS

**Little Rock, Ark.—Ch. 11 proceeding.** FCC Comr. Robert T. Bartley granted petition of Ark. Telecasters Inc. to dismiss its application and ordered that bid of Ark. Tv Co. be retained in hearings. Action Oct. 12; announced Oct. 14.

**Orland, Fla.—Ch. 9 proceeding.** FCC granted a petition filed July 14 by the Mid-Florida Television Corp. to enlarge issues with respect to legal and other qualifications of WORZ Inc. in the proceeding involving their applications and that of WHOO Inc. for new tv station on ch. 9 in Orlando, Fla. Action Oct. 14.

**Chicago, Ill.—Ch. 2 proceeding.** FCC Comr. Robert T. Bartley granted joint petition of Zenith Radio Corp. and CBS for dismissal of Zenith's bid for ch. 2 and retained in hearing status the remaining matters in this proceeding. Action Oct. 19.

**KLAS-TV Las Vegas, Nev.**—By Memorandum Opinion and Order, the Commission denied protest filed Sept. 23 by Las Vegas Television Inc., permittee of KLAS-TV (ch. 8) Las Vegas, Nev., directed against grant on Aug. 20 of application of Southwestern Publishing Co., permittee of KLRJ-TV (ch. 2) Henderson, Nev., to move main studio outside the city limits of Henderson. Action Oct. 20.

**WGR-AM-TV Buffalo, N. Y.—WGR Bcstg. Corp.** FCC granted request by The Niagara Falls Gazette Pub. Co., for temporary waiver of Sec. 3.35 to purchase 25% stock of WGR Bcstg. Corp., subject to condition that Gazette dispose of its interest in station WHLD Niagara Falls within 90 days thereafter. Denied further request to expedite action on Gazette application to Earl C. Hull (Comrs. Hyde and Hennock dissented). The transaction is pursuant to an agreement between three parties who were in competition for tv ch. 2, now assigned to WGR Bcstg. Corp. Action Oct. 20.

**Riverhead, N. Y.**—FCC Comr. Robert T. Bartley granted petition of Edward J. Fitzgerald to dismiss without prejudice his application for new am station on 1300 kc 1 kw day. Action Oct. 12; announced Oct. 14.

**Klamath Falls, Ore.—Ch. 2 proceeding.** FCC Comr. Robert T. Bartley granted petition of Klamath Falls Tv for dismissal of its bid for new tv station on ch. 2 and retained in hearing bid of KFJI. Action Oct. 19.

**Ambridge, Pa.; Tarentum, Pa.; Painesville, Ohio**—FCC designated for consolidated hearing applications of Miners Bcstg. Service Inc., Louis Rosenberg, and Somerset Bcstg. Co. for new am stations on 1460 kc 250 w daytime. Action Oct. 13.

**Restricted Radiation Devices**—FCC extended the time for filing formal comments to Jan. 3, 1955, with parties not filing their final comments prior thereto should advise the FCC as their interim views on or before Nov. 15. Action Oct. 15.

**Tv Temporary Processing Procedure Deleted**—FCC amended Part 1 of its rules to reflect the fact that, having been caught up with the backlog of applications for new tv stations, the temporary processing procedure is finally deleted, including its "anti-straddling rule" which prevented a holder of a tv license or permit from seeking modification thereof to specify a different channel. Today's Report and Order, which is effective immediately, adds a new section (1.378) to provide consideration of tv applications in chronological order, as in am cases, and incorporates in section 1.304 present requirement that an application for a tv station must request a specific channel provided for in the table of assignments for the city in which the applicant proposes to construct a station. Action Oct. 20.

**Cleveland, Tenn.**—By Memorandum Opinion and Order, the Commission granted protest filed Sept. 17 by Robert Rounsaville, licensee of station WBAC Cleveland, Tenn., to the extent of postponing the effective date of its grant on Aug. 18 of a CP to Radio Cleveland for new am station at Cleveland to operate on 1570 kc, 500 w, D, pending the outcome of a hearing. Action Oct. 13.

**Roanoke, Va.—Ch. 7 proceeding.** By Memorandum Opinion and Order the Commission (1) denied motion filed by Radio Roanoke Inc. to dismiss application of Times-World Corp. for CP for new tv station on ch. 7 in Roanoke, Va., and for immediate grant of competing application of Radio Roanoke; (2) granted petition by Chief Broadcast Bureau insofar as it requests enlargement of certain issues; (3) affirmed examiner's ruling requiring Times-World to furnish certain information, and denied Times-World petition for review of same; and (4) added issues to determine stock ownership and management interests of The First National Exchange Bank of Roanoke, Va., its stockholders, officers and directors in existing tv stations, and whether, in light of the evidence adduced at the hearing with respect to the preceding issue, a grant of the Times-World application would be consistent with the provisions of Sect. 3.635 of Commission rules and policies. Action Oct. 14.

**Bluefield, W. Va.—Ch. 6 proceeding.** FCC Comr. Robert T. Bartley granted petition of Southern W. Va. Tv Inc. for dismissal of its bid for new tv station on ch. 6 and retained in hearing bid of Daily Telegraph Printing Co. Action Oct. 19.

## Routine Roundup . . .

### October 14 Decisions

#### ACTIONS ON MOTIONS

**By Commissioner Robert T. Bartley**

**Madison, Wis., Radio Wisconsin Inc.; Badger Tv Co.**—Granted in part petition of Badger Tv Co. for an extension of time within which to file a reply to exceptions to initial decision in proceeding re ch. 3; and the time for filing such exceptions was extended to and including Nov. 3 (Dockets 8959; 10641).

**Memphis, Tenn., Tri-State Bcstg. Service; KNBY Newport, Ark.; Newport Bcstg. Co.**—Granted petition of Tri-State for leave to amend its am application (Docket 10548; BP-8775) so as to specify 1430 kc, 1 kw, D, DA, in lieu of 730 kc, 250 w, D, and for removal from hearing docket; also ordered that application of KNBY be removed from hearing docket (Docket 10883).

**By Hearing Examiner Hugh B. Hutchison**

Issued an order correcting in certain respects the Order issued Oct. 11 in re applications of Mid-Cities Bcstrs., Arlington, Tex., et al. (Docket 11024 et al.), and added a new paragraph continuing hearing in this proceeding from Oct. 13 to Nov. 3.

**By Hearing Examiner Elizabeth C. Smith**

**McKeesport, Pa., Allegheny Bcstg. Corp.**—Granted motion for continuance of pre-hearing conference to Oct. 18, in proceeding re ch. 4 (Dockets 7287 et al.).

**By Hearing Examiner Hugh B. Hutchison**

**Bluefield, W. Va., Southern W. Va. Tv Inc.; Daily Telegraph Printing Co.**—Issued a statement and order to govern the course of hearing in the proceeding re ch. 6 (Dockets 11042-43), the presentation of evidence and taking of testimony to begin Oct. 18.

**By Commissioner Robert T. Bartley**

**Trenton, Mo., Trenton Bcstg. Co.**—Granted petition for leave to amend its am application so as to specify 1600 kc, 500 w, D, in lieu of 1490 kc, 100 w, U, and for removal of amended application from hearing docket (Docket 11132; BP-9093).

### October 14 Applications

#### ACCEPTED FOR FILING

**License for CP**

**KVAR (TV) Mesa, Ariz., KTAR Bcstg. Co.**—License to cover CP (BPCT-1409) as mod. which authorized new tv station (BLCT-250).

**KATV (TV) Pine Bluff, Ark., Central-South Sales Co.**—License to cover CP (BPCT-1479) as mod. which authorized new tv station (BLCT-251).

**WNBK (TV) Cleveland, Ohio, National Bcstg. Co.**—License to cover CP (BPCT-943) as mod. which authorized changes in facilities of existing tv station to change description of T-L to 6600 Broadview Road, Parma, Ohio; also corrected coordinates (BLCT-249).

**Renewal of License**

**WEAN Providence, R. I., General Teleradio Inc.**—Amended to change name of licensee to Providence Journal Co. (BR-161).

### October 18 Applications

#### ACCEPTED FOR FILING

**Modification of CP**

**WSAY Rochester, N. Y., The Federal Bcstg. System Inc.**—Mod. of CP (BP-5900) as mod. which authorized increase power, install new transmitter and change from DA day and night to DA night use only for extension of completion date (BMP-6665).

**WNEL San Juan, P. R., Station WNEL Corp.**—Mod. of CP (BP-8617) as mod. which authorized change frequency, increase power, install a new transmitter, change transmitter location and make changes in the antenna system for extension of completion date (BMP-6666).

**WPFD Darlington, S. C., Frank A. Hull tr/as Darlington Bcstg. Co.**—Mod. of CP (BP-8158) as mod. which authorized a new standard broadcast station for extension of completion date (BMP-6664).

**KSBR (FM) Mt. Diablo, Calif., Television Diablo Inc.**—Mod. of CP (BPH-1018) as mod. which authorized new fm station for extension of completion date (BMPH-4948).

**WKAT-FM Miami Beach, Fla., WKAT Inc.**—Mod. of CP (BPH-1701) as mod. which replaced expired permit for extension of completion date (BMPH-4950).

**WKEU-FM Griffin, Ga., Radio Station WKEU**—Mod. of CP (BPH-1919) as mod. which replaced expired permit for extension of completion date (BMPH-4949).

**WMVO-FM Mount Vernon, Ohio, The Mount Vernon Bcstg. Co.**—Mod. of CP (BPH-1877) as mod. which authorized changes in licensed station for extension of completion date (BMPH-4947).

**KFMB-TV San Diego, Calif., Wrather-Alvarez Bcstg. Inc.**—Mod. of CP (BPCT-1799) as mod. which authorized changes in facilities of existing tv station to extend completion date to 4-12-55 (BMPCT-2548).

**WBOC-TV Salisbury, Md., The Peninsula Bcstg. Co.**—Mod. of CP (BPCT-1304) as mod. which authorized new tv station to extend completion date to 5-11-55 (BMPCT-2549).

**WVET-TV Rochester, N. Y., Veterans Bcstg. Co.**—Mod. of CP (BPCT-833) as mod. which authorized new tv station to extend completion date to March, 1955 (BMPCT-2547).

**WSM-TV Nashville, Tenn., WSM Inc.**—Mod. of CP (BPCT-1751) as mod. which authorized changes in facilities of existing tv station to extend completion date to 12-3-54 (BMPCT-2552).

**KRBC-TV Abilene, Tex., The Reporter Bcstg. Co.**—Mod. of CP (BPCT-1163) as mod. which authorized new tv station to extend completion date to 1-15-55 (BMPCT-2551).


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**WBTM-TV Danville, Va., Piedmont Bcstg. Corp.**—Mod. of CP (BPCT-643) as mod. which authorized new tv station to extend completion date to 5-20-55 (BMPCT-2550).

**Renewal of License**

**WFNC-FM Fayetteville, N. C., Cape Fear Bcstg. Co.**—(BRH-169).

**WEED-FM Rocky Mount, N. C., William Avera Wynne**—(BRH-312).

**Remote Control**

**WUNC (FM) Chapel Hill, N. C., The U. of N. C.** (BRED-117).

**WAZL-FM Hazleton, Pa., Hazleton Bcstg. Co.**—(BRCH-113).

**CP**

**WNAS (FM) New Albany, Ind., School City of New Albany**—CP to replace expired permit (BPED-242) which authorized changes in licensed station which expired 8-23-54 (BPED-264).

**APPLICATION RETURNED**

**Harrodsburg, Ky., Pioneer Bcstg. Co.**—CP for a new standard broadcast station on 1470 kc with power of 1 kw and daytime hours of operation.

## October 19 Decisions

**ACTIONS ON MOTIONS**

The following actions on motions were taken as indicated:

**By Hearing Examiner Fanney N. Litvin**

**Little Rock, Ark., Arkansas Tv Co.**—Dismissed as moot the motion filed Sept. 20 by Ark. Tv Co., to strike certain testimony contained in exhibits of Ark. Telecasters Inc. since that application was dismissed on Oct. 12 (Docket 10611).

**By Hearing Examiner J. D. Bond**

**Whitefish Bay, Wis., The Hearst Corp.**—Granted motion of Oct. 13 for extension of time from Oct. 18 to Oct. 20 for exchange by applicants in proceeding re ch. 6 (Dockets 11012 et al.) of their direct cases; further ordered that further conference in this proceeding shall be continued from Nov. 3 to Nov. 4.

**By Hearing Examiner William G. Butts**

**Bay Shore, N. Y., Key Bcstg. System Inc.; WAVZ New Haven, Conn., The WAVZ Bcstg. Corp.**—Gave notice that further conference held Oct. 15 will resume on Oct. 21, in proceeding re am facilities (Dockets 10379, 11014).

**By Hearing Examiner Herbert Sharfman**

Further revised hearing order of June 30 in proceeding re Zenith Radio Corp., Chicago, et al., for ch. 2 (Dockets 8917 et al.), as follows: To exchange written cases by Oct. 22; parties to notify each other of witnesses to be produced for cross-examination by Nov. 1, and testimony to start Nov. 8.

**By Hearing Examiner Annie Neal Huntting**

Issued First Statement Concerning Prehearing Conferences and Order in proceeding re applications of Triad Tv Corp., et al., for ch. 10 at Parma-Onondaga, Mich. (Dockets 11169 et al.), which shall govern the course of the proceeding to the extent indicated; prehearing conferences to be held Oct. 29, Dec. 1, 9 and 10, and hearing heretofore scheduled for Nov. 22 was continued to Dec. 10.

**By Hearing Examiner Charles J. Frederick**

**KTOE Mankato, Minn., Minn. Valley Bcstg. Co.**—Formalized grant of petition heretofore informally granted on Oct. 4 for extension of time from Oct. 4 to Oct. 6 within which to file Proposed Findings re (Docket 10592).

Ordered that the hearing in re applications of **Westinghouse Bcstg. Co. Inc. et al.** for ch. 11 in Pittsburgh, be reconvened on Nov. 1 (Dockets 8694 et al.).

**BROADCAST ACTIONS**

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

**Actions of Oct. 15**

**Modification of CP**

The following stations were granted Mod. of CP's for extension of completion dates as indicated:

KYTV (TV) Springfield, Mo., to 5-15-55; KRBC-TV Abilene, Tex., to 1-15-55; WKEU-FM Griffin, Ga., to 12-3-54.

**Actions of Oct. 14**

**Granted License**

**WMC Memphis, Tenn., Memphis Pub. Co.**—Granted license covering removal of fm antenna from top and mount on side of NW tower and increase height of tower (BL-5314).

**WXYZ-TV Detroit, Mich., WXYZ Inc.**—Granted license covering installation of auxiliary antenna at main transmitter site (BLCT-219).

**Granted CP**

**WLEW Bad Axe, Mich., Port Huron Bcstg. Co.**—Granted CP to install the old main transmitter for use as an auxiliary, to be operated on 1540 kc, 250 w (BP-9470).

**Modification of CP**

The following were granted Mod. of CP's for extension of completion dates:

WNEL San Juan, to 10-31-54; WFMJ-TV Youngstown, Ohio, to 5-13-55; WSIL-TV Harrisburg, Ill., to 5-11-55; KOA-TV Denver, Colo., to 5-9-55; KNOX-TV Grand Forks, N. D., to 5-10-55.

**Actions of Oct. 13**

**Granted License**

**WOPI Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.**—Granted license covering change in transmitter location and increase in antenna height with fm antenna side mounted' cond'; re use of fm antenna (BL-5474).

**WCSH-TV Portland, Me., Congress Square Hotel Co.**—Granted license for new commercial tv station; ch. 6; ERP vis. 100 kw, aur. 50 kw; antenna 590 ft., and to designate studio location (BLCT-190). Also granted Mod. of license to change ERP to aur. 70 kw (BMLCT-23).

**Modification of CP**

**WSRC Durham, N. C., Southern Radiocasting Co.**—Granted Mod. of CP to change type transmitter (BMP-6662).

**Remote Control**

**WROM Rome, Ga., Coosa Valley Radio Co.**—Granted authority to operate transmitter by remote control.

**WAZL-FM Hazleton, Pa., Hazleton Bcstg. Co.**—Granted authority to operate transmitter by remote control.

**Actions of Oct. 12**

**Granted License**

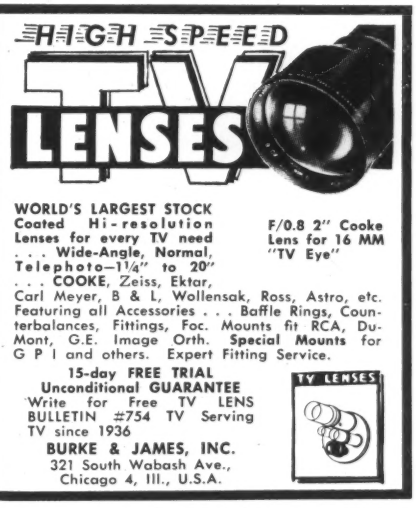
**WTAR-TV Norfolk, Va., WTAR Radio Corp.**—Granted license for change in existing station; ERP visual 100 kw; aural 50 kw; antenna 980 ft. (BLCT-205).

**KTCB Malden, Mo., Charles William Craft**—Granted license for am station; 1470 kc, 1 kw, D (BL-5462).

**KLEM LeMars, Iowa, B & B Bcstg. Co.**—Granted license for am station; 1410 kc, 1 kw, D (BL-5463).

**Granted CP**

**KCLS Flagstaff, Ariz., Saunders Bcstg. Co.**—Granted CP to install formerly licensed main transmitter as an auxiliary at present location of main transmitter; 1360 kc, 250 w (BP-9491).

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**Actions of Oct. 11**

**WTYN Tyron, N. C., Thermal Bcstg. Co.**—Granted license for am station; 1580 kc, 250 w, D (BL-5467).

**WRWB Kissimmee, Fla., Radio Station WRWB**—Granted license for am station; 1220 kc, 250 w, D (BL-5468).

**WABR Winter Park, Fla., Orange County Bcstrs. Inc.**—Granted license for am station; 1440 kc, 1 kw, D (BL-5459).

**WELY Ely, Minn., Charles B. Persons**—Granted license for am station; 1450 kc, 250 w, U (BL-5460).

**WOW Omaha, Neb., Meredith WOW Inc.**—Granted license for auxiliary transmitter to be operated on 590 kc, 1 kw (BL-5075).

**KFGT Fremont, Neb., Walker Radio Inc.**—Granted license covering new transmitter (BL-5469).

**Remote Control**

**WINH Louisville, Ky., Kentucky Bcstg. Corp.**—Granted authority to operate transmitter by remote control.

**Modification of CP**

The following were granted Mod. of CP's for extension of completion dates as shown:

WXEL (TV) Cleveland, Ohio, to 4-30-55; WHO-TV Des Moines, Iowa, to 5-3-55; KTTV (TV) Los Angeles, to 5-3-55; KUHT (TV) Houston, Tex., to 4-30-55; WTVI (TV) Belleville, Ill., to 5-1-55; WNAC-TV Raleigh, N. C., to 5-7-55; WKNA-TV Charleston, W. Va., to 5-4-55.

## October 19 Applications

**ACCEPTED FOR FILING**

**License for CP**

**KFQD Anchorage, Alaska, William J. Wagner tr/as Alaska Bcstg. Co.**—License to cover CP (BP-9116) which authorized change frequency, increase power and install a new transmitter (BL-5484).

**KFRB Fairbanks, Alaska, William J. Wagner tr/as Alaska Bcstg. Co.**—License to cover CP (BP-9115) which authorized change frequency, increase power and install a new transmitter (BL-5478).

**KFRB Fairbanks, Alaska, William J. Wagner tr/as Alaska Bcstg. Co.**—License to cover CP (BP-9489) which authorized change frequency of auxiliary transmitter from 790 kc to 900 kc (BL-5487).

**WDVH Gainesville, Fla., Thomas R. Hanssen, Charles W. Dowdy, John A. Dowdy and Winnie S. Vaughn d/b as The Decatur Bcstg. Co.**—License to cover CP (BP-9165) which authorized a new standard broadcast station (BL-5485).

**WNOG Naples, Fla., George Dewey Polly**—License to cover CP (BP-9039) as mod. which authorized new standard broadcast station (BL-5491).

**WEAT West Palm Beach, Fla., WEAT-TV Inc.**—License to cover CP (BP-8179) as mod. which authorized change frequency; increase power; install DA-1; install new transmitter and change transmitter and studio locations and increase height of No. 2 tower by addition of tv antenna (BL-5496).

**KORT Grangeville, Idaho, Far West Radio Inc.**—License to cover CP (BP-8891) which authorized new standard broadcast station (BL-5486).

**WCIL Carbondale, Ill., Paul F. McRoy and Ann E. Searing d/b as Southern Illinois Bcstg.**—License to cover CP (BP-9201) which authorized installation of new transmitter, to be operated on 1020 kc with power of 250 watts, for auxiliary purposes only (BL-5489).

**KMDO Ft. Scott, Kan., Lloyd Clinton McKenney tr/as Fort Scott Bcstg. Co.**—License to cover CP (BP-8948) which authorized new standard broadcast station (BL-5480).

**WWKY Winchester, Ky., Winchester Bcstg. Co.**—License to cover CP (BP-8864) as mod. which authorized new standard broadcast station (BL-5482).

**KLGR Redwood Falls, Minn., Harry Willard Linder**—License to cover CP (BP-9214) as mod. which authorized new standard broadcast station (BL-5490).

**WSRG Durham, N. C., J. C. Greene Jr. and R. H. Whitesides d/b as Southern Radiocasting Co.**—License to cover CP (BP-8787) as mod. which authorized new standard broadcast station (BL-5492).

**WMSN Raleigh, N. C., B. H. Ingle Sr. tr/as Merchants & Farmers Station**—License to cover CP (BP-8379) as mod. which authorized new standard broadcast station (BL-5494).

**WBRE Wilkes-Barre, Pa., Louis G. Baltimore**—License to cover CP (BP-9301) which authorized installation of a new transmitter (BL-5481).

**KLGN Logan, Utah, Atlas Engineering Co.**—License to cover CP (BP-9244) as mod. which authorized a new standard broadcast station (BL-5493).

**KLO Ogden, Utah, The Interstate Corp.**—License to cover CP (BP-9410) as reinstated which authorized installation of old main transmitter as an auxiliary transmitter to be operated on 1430 kc with power of 5 kw, employing DA day and night (BL-5495).

**Modification of CP**

**WLBT (TV) Jackson, Miss., Lamar Life Bcstg. Co.**—Mod. of CP (BPCT-1030) as mod. which authorized new tv station to extend completion date to 4-26-55 (BMPCT-2554).

**WDAY-TV Fargo, N. D., WDAY Inc.**—Mod. of CP (BPCT-740) as mod. which authorized new tv station to extend completion date to 6-1-55 (BMPCT-2553).

**Applications Returned**

**Sunnyslope, Ariz., Donald L. Blackburn & Adeline Blackburn**—CP for new standard broadcast station on 1290 kc; power of 250 w, unlimited hours of operation.

**WBIZ Eau Claire, Wis., WBIZ Inc.**—Authority to determine operating power by direct measurement of antenna power.

**License for CP**

**WNHC-FM New Haven, Conn., The Elm City Bcstg. Corp.**—License to cover CP (BPH-1924) which authorized changes in licensed station (BLH-1005).

**WNIC (FM) De Kalk, Ill., North. Ill. State Teachers College**—License to cover CP (BPED-252) which authorized new non-comm. educ. fm station (BLED-159).

**WAPO-FM Chattanooga, Tenn., WAPO Bcstg. Services Inc.**—License to cover CP (BPH-1806) as mod. which authorized new fm station (BLH-1004).

**Modification of CP**

**WHP-FM Harrisburg, Pa., WHP Inc.**—Mod. of CP (BPH-410) as mod. which authorized new fm station for extension of completion date (BMPH-4951).

**WJHL-FM Johnson City, Tenn., WJHL Inc.**—Mod. of CP (BPH-1960) which replaced expired permit for extension of completion date (BMPH-4952).

**WSBT-TV South Bend, Ind., South Bend Tribune**—Mod. of CP (BPCT-1017) as mod. which authorized new tv station to extend completion date (BMPCT-2564).

**WITH-TV Baltimore, Md., WITH-TV Inc.**—Mod. of CP (BPCT-1338) as mod. which authorized new tv station to extend completion date to 5-14-55 (BMPCT-2562).

**WGR-TV Buffalo, N. Y., WGR Corp.**—Mod. of CP (BPCT-1746) as mod. which authorized new tv station to extend completion date to 3-7-55 (BMPCT-2560).

**WHEC-TV Rochester, N. Y., WHEC Inc.**—Mod. of CP (BPCT-326) as mod. which authorized new tv station to extend completion date to March, 1955 (BMPCT-2559).

**WAYS-TV Charlotte, N. C., WAYS-TV Inc.**—Mod. of CP (BPCT-344) as mod. which authorized new tv station to extend completion date to 5-28-55 (BMPCT-2557).

**WMVT (TV) Montpelier, Vt., WCAX Bcstg. Corp.**—Mod. of CP (BPCT-1327) which authorized new tv station to extend completion date to 9-1-55 (BMPCT-2555).

**KVAN-TV Vancouver, Wash., KVAN Inc.**—Mod. of CP (BPCT-959) as mod. which authorized new tv station to extend completion date to 4-15-55 (BMPCT-2556).

## October 20 Decisions

**ACTIONS ON MOTIONS**

The following actions on motions were taken as indicated:

**By Commissioner Robert T. Bartley**

**Dallas, Tex., George A. Smith Jr.**—Granted petition to amend Commission's order of Oct. 4, to provide extension of time to Nov. 6 for all parties in proceeding re one-way signalling stations (Dockets 10767 et al.), to file replies to exceptions.

**Thermopolis, Wyo., Mildred V. Ernst**—Granted petition to amend am application (Docket 11126; BP-9194) so as to submit new engineering showing based upon actual measurements, and application as amended was removed from hearing docket and returned to processing line.

**Onondaga, Mich., Television Corp. of Mich. Inc.**—Granted petition for extension of time to Nov. 3 within which comments or oppositions may be filed with regard to petitions filed by Jackson Bcstg. & Tv Corp. and Triad in re ch. 10 at Parma-Onondaga (Dockets 11169 et al.).

**WSMB New Orleans, La., WSMB Inc.**—Granted petition to dismiss without prejudice its application to change am daytime operation from non-DA to DA (Docket 9965; BP-7971).

**Wichita, Kan., The Radio Station KFH Co.**—Granted petition for extension of time to and including Oct. 19 in which to file exceptions to initial decision in re applications for ch. 3 (Dockets 10259 et al.).

**Chief Broadcast Bureau**—Granted petition for an extension of time to and including Nov. 2 in which to file exceptions to initial decision re applications of Cowles Bcstg. Co., et al., for ch. 8 in Des Moines, Iowa (Dockets 8897-8900) (Action taken 10/15).

**By Hearing Examiner J. D. Bond**

**WRCO Richland, Wis., Richland Bcstg. Corp.**—Granted in part petition for removal of application from hearing docket (Docket 10414; BP-8584); to the extent that petition requests an immediate grant of application, it is dismissed as moot.


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**Florida:** Salesman. Fulltime independent. **Fine opportunity for energetic worker. Box 655E, B•T.**

**Salesman needed,** 20 million dollar, small town and country middle eastern market. Good draw against 20 percent commission. Photo, resume, first letter. Box 56F, B•T.

**Sales staff** expansion requires two experienced radio time salesmen. NBC affiliate in large southern market. Excellent local programming. You'll like our pleasant city. Permanent position to right men. Write giving history, present earnings and references. Box 97F, B•T.


# DO YOU NEED COMPETENT HELP?

Is there a TV station that does not need additional competent help? Not according to what station managers tell us. So we have established a personnel department to help out. We offer you qualified graduates who will make competent workers in any of the following fields:

- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Copy Writers
- Film Editors
- Salesmen

Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

**NORTHWEST RADIO & TELEVISION SCHOOL**

**1221 N.W. 21st Avenue**

**Portland 9, Oregon**


## RADIO

### Help Wanted—(Cont'd)

**Salesman for** live wire independent, soon to go 5000 watts fulltime. Block of accounts to start with. Will give good salary and commission with incentive plan, plus car allowance. Call Sales Manager, WCOJ, Coatesville, Pa., 2100.

**Daytime 1000** watt station wants experienced advertising salesman. Salary and commission. References required. WTND, Orangeburg, S. C.

**Salesmen** wanted for a group of stations in the deep south that is expanding its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and liberal commission. You can select any one of four large Southern towns to work in. Write giving complete record, present earnings and references to: Jules J. Paglin, 616 Audubon Bldg., New Orleans 16, La.

*Announcers*

**1st combo,** salesmen and announcers. Indiana. Box 485E, B•T.

**DJ wanted** for midnight-6 a.m. show six nights weekly. Must know records, adlib commercials, service accounts. Man we seek is experienced, believable, unaffected. $60 base plus talent. Box 53F, B•T.

**Florida small** market Mutual station looking for versatile staff announcer. Must be experienced and a southerner. Box 69F, B•T.

**Wanted**—a good morning DJ with ratings to prove it. Major market top station. Also need good afternoon or evening DJ—no would be's or has been's. Box 80F, B•T.

**Needed three versatile,** experienced announcers for radio or tv in south Texas. Immediate availability. Rush tape and resume. Box 116F, B•T.

**Announcer**—1st phone, for independent music, news and sports station. Emphasis on announcing. $275.00 to start with increases for 44 hour week. Forward tape, photo and references to Johnny Special, KGBC, Galveston, Texas.

**2 announcers,** 1 continuity writer for am-tv operation. Ken Gilmore, KPLC, Lake Charles, La.

**Experienced announcer** with operator's license to do morning combo and general announcing. Top pay. Permanent. WCMY, Ottawa, Illinois.

**Announcer** with control board experience for general staff work. No specialists. Call Manager, WCOJ, Coatesville, Pa. 2100. Our staff knows of this ad.

**Wanted, combination** announcer-engineer, first class license. Virginia daytime independent. Salary no problem if right man. Write or call WJWS, South Hill, Virginia.

**Radio morning** man with sincerity, integrity and personality needed at WKZO AM-TV, Kalamazoo, Michigan. Great opportunity for right man. Offer also includes tv opportunities. Send picture, tape and information attention Program Director.

**Leading station** in southeast has opening for top-notch, versatile announcer with proven ability. Send detailed background, past and expected earnings, references, audition recording. WSAV, Savannah, Georgia.

**Morning man**—excellent adlib announcer for new 1000 watt am. Send tape, photo, references, full resume, Jack Owens, 1403 10th Street, Charleston, Ill.

## RADIO

### Help Wanted—(Cont'd)

*Technical*

**Engineer,** first class ticket required. No announcing. State qualifications, experience, references, and salary desired. Pennsylvania opening. Box 48F, B•T.

**First class** engineer, no experience necessary. Send references and salary expectations. Box 55F, B•T.

**1st combo,** announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

**Chief engineer** to take complete charge of technical operation for 250 watt station in southeast. Small community, permanent position for man who works well with others. Furnish complete personal background, references and former experience with salary requirements. Personal interview necessary. Box 86F, B•T.

**Chief engineer** for am-fm station in Illinois town of 12,000. Good equipment and plant. Some announcing. Good opportunity. Box 96F, B•T.

**Electronics engineer,** Civil Service, GS-12, $7040.00 per year. Box 112F, B•T.

**Chief engineer** for progressive, local station with remote control. Installation of new equipment and maintenance will require full time at present. Future opportunity to work in tv, but radio will remain primary responsibility. WKNY, Kingston, New York.

*Production-Programming, Others*

**Experienced** male continuity director. Midwest radio, vhf-tv station. Include photo with application. Box 7F, B•T.

**Program director** for aggressive independent station. Must have experience and ability. Give complete details. Excellent opportunity in outstanding market. Box 61F, B•T.

**Texas fulltime** station needs man, gather and present local news, also sports announcer and permanent salesman. Box 66F, B•T.

**Music librarian** needed for 24-hour music station. Man or woman may apply, should be capable of some air work, and associated duties. Box 126F, B•T.

**Continuity writer** needed immediately. Send sample copy, photo, experiences and salary desired to WPIC, Sharon, Pa.

### Situations Wanted

*Managerial*

**Manager,** fully experienced in program, promotion, sales. Excellent record and recommendations. Presently employed. Fifteen years executive experience. Salary secondary to opportunity to produce. Box 5F, B•T.

**General-commercial** manager. Now managing radio station in dual radio-tv ownership. Have strong faith in radio's ability to survive, sell and prosper. Ownership primarily interested in television. Therefore, desire position radio operation where 15 years experience local and national sales, programming and promotion will pay off to ownership and to me. Would welcome challenge of station down in ratings, local, national sales. Have beaten such situation in current position and can present documentation to prove it. Married, stable, best local and national references. Box 36F, B•T.

**General manager.** Experienced in all phases of radio and television. Strong sales background. Local, regional, national. Age 38. Presently employed in above capacity in major market both tv & radio stations. No floater, seven years with present firm. Desire larger market. Box 47F, B•T.

**General manager.** A veteran of 24 years in the radio field and for the past six years general manager of 5000 watt fulltime radio station in metropolitan area. Have served in all phases of the business including publicity, promotion, merchandising and sales manager. Have handled labor relations and complete operation of independent station. Box 52F, B•T.

## RADIO

### Situations Wanted—(Cont'd)

**Sales and audience** promotion/director of sales development, marketing and research. Now with advertising agency but itching to return to broadcasting-telecasting field. Network and independent station experience. Exceptionally effective sales presentations have habitually hit their targets. Have developed attention-compelling direct mail campaigns. Worked closely with sponsors and agencies in creating merchandising programs in supermarket and drug outlets. Market-research minded; believes in giving salesmen all the facts they need. Knows how to dig out those facts. Well versed in audience research techniques. Can write and place publicity stories. Excellent speaker for station participation in community activities. If you want a practical, shirt-sleeve promotion man who can originate sales ideas and prepare sales packages, let's have a talk. Box 75F, B•T.

**Top sales executive** available. Pioneer broadcaster seeks top sales or managerial position with progressive am or tv outlet. Can produce the sales you seek. Top industry references. Have good reason for leaving present spot. Box 113F, B•T.

**General manager**—thorough experience in radio sales and management for over 15 years. Complete faith in radio's future and ability to make profits. Outstanding regional, national background with top success story. Presently employed. Want permanence plus stock participation keyed to additional profits. Box 120F, B•T.

**Manager-sales manager**—over twenty years constructive radio and tv background. Not a has been but a go getter, strong on sales. Relocation desired. Best of references. Box 122F, B•T.

**General-commercial** managers, am/tv. Broadcasters Executive Placement Service has several highly qualified executives with present earnings ranging from $6,000-$25,000. Their availability is confidential to protect present position. Contact Howard S. Frazier, 708 Bond Building, Washington 5, D. C.

*Salesman*

**Account executive.** University degree-Advertising. Five years radio sales experience. Presently sales manager. Desires change. Prefer station or rep., Manhattan, Philadelphia area. Outstanding salesman-executive. Box 16F, B•T.

**Salesman 4 years** experience seeks opportunity with sound radio-tv station, best references. Box 21F, B•T.

**Attention**—radio-tv stations. 1954 graduate, radio degree, veteran, single, travel anywhere, desires sales position, position leading to sales. Non-radio sales experience. Ambitious, will to learn. Box 68F, B•T.

*Announcers*

**Top-notch** daytime personality. 3 years experience, 3rd phone, presently employed, relaxed, strong on interviews, sports and ad-lib. Tape and resume on request. Box 14F, B•T.

**Staff announcer,** strong news, deejay. 4 years experience, 27, single, vet. Permanent, dependable. Box 45F, B•T.

**Announcer:** Four years experience. Currently deejaying and newscasting over middle Atlantic's leading independent. College graduate, 26, veteran. Wants northeast location. Box 57E, B•T.

**Presently employed** in tv as producer-director and personality man on own shows. Would again like to get into radio as morning man DJ. Seven years combined radio and tv experience. Married, family. Not a drifter. Can do you top job. Will arrange for personal interview . . . if possible. $80.00 start. Box 65F, B•T.

**Young announcer,** single veteran. Strong on news. Good DJ. Will travel. Box 74F, B•T.

**Announcer,** all phases; ready for second move. 25, married; tape, resume. Box 85F, B•T.

**News-staff** announcer. Four years radio experience. Capable. College graduate. Box 91F, B•T.

**Hey there** . . . looking for a deejay with humor, personality, who likes variety of music and chatter, plays musical instrument? Look no further. Family man wishes to settle down. Third class ticket. Operate board. Box 95F, B•T.

**Sportscaster,** experienced. Strong on basketball. Draft exempt. Will travel. Box 98F, B•T.

## RADIO

### Situations Wanted—(Cont'd)

**Announcer,** newscaster; disc jockey; copywriter; 3rd class ticket. Available immediately. Box 101F, B•T.

**Announcer**—single, 26, some experience, college graduate, write copy, will travel. Box 102F, B•T.

**Announcer**—authoritative news delivery—pleasant voice, excellent commercial presentation, some play-by-play. Married, will travel. Box 103F, B•T.

**4 way feature!** Man—announcer, organist-pianist. Wife—kiddie show, woman's program. Show business background, light radio-tv cost? The price of one staff announcer, music director. Box 106F, B•T.

**Many years** experience in radio, one and half in tv. Announcing, newscasting, direction, production, special events, sports. Full particulars on inquiry. Box 109F, B•T.

**Mature, versatile** announcer with 4 years of solid commercial radio and tv experience. Excellent delivery on commercials, news, music and sports. Can operate console, write, have restricted operator's permit. 28 years old, father of 2 who has the drive and ability to improve your station. Opportunity at a decent salary with permanency prime requisites. Box 110F, B•T.

**Announcer-engineer** with 1st phone for 10 years desires active job at progressive combination and/or independent station. Single, steady, plenty of experience at combination work. Prefer west or northeast. Box 121F, B•T.

**Sports director**—experienced play-by-play, daily sports commentary. My sports shows have built large audiences, are real money makers. Salary plus talent. Box 123F, B•T.

**Announcer:** 2½ years. Strong news. Convincing commercial delivery. Act, character voices. Prefer midwest network station. Box 124F, B•T.

**Man and woman team.** Proven abilities for increasing listeners during early 5-9 morning show and participating woman's show. Each has third phone. Both operate board, direct, produce, develop new ideas and do staff. Only interested permanent position. Prefer staff salaries, talent, sales opportunity. Can do job you want. Available immediately. Bob Arnold, phone (8-12 a.m. EST) or wire 9-3193, Bellefontaine, Ohio, P. O. Box 414.

**Experienced,** versatile announcer. Easy delivery. Draft exempt, car. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

## RADIO

### Situations Wanted—(Cont'd)

**Experienced announcer,** disc jockey. Colored girl, age 26. Personality, good commercial sense. Tape, photo on request. Midwest or northwest. Beulah Gibson, 2331 W. Adams Street, Chicago 12, Ill.

**Announcer**-first phone, tv-film director, cameraman photographer, darkroom technician, available November 1st. Monte Grove, WLYC, Williamsport, Pa.

**Versatile announcer,** 22, single, 2½ years experience, prefer all-night DJ position. H. D. Hall, Box 85, Virgie, Kentucky.

**Staff announcer**—light experience—married. Edward Hickey, RD #1, New Oxford, Pa.

**Announcer, newscaster,** DJ-idea man. Travel, tape, resume. Bob Kay, 54 Maple Street, Danielson, Connecticut.

**Announcer,** 7 months experience. Broadcasting school graduate. Local news. 3rd phone. Car. Veteran. 25. Tape. Photo. References. Want permanency. Del Kirby, Box 207, Bardwell, Kentucky. Phone 186J.

**Specialized** in hillbilly and gospel. Have 3rd ticket. Available October 23rd. Bill Pack, 1034 Edison Avenue, Ft. Myers, Florida.

**Staff announcer**-salesman. Ambitious young man (28) with light experience wants to make money. First consideration is permanency. Dependable, references, tape. Robert Rahman, 1400 University Avenue, Bronx, New York.

**You need help?** I've got twenty years in showbiz—the latter years in television and radio. Handled lunch shows, news, variety shows, announcing, MC, comedian-directions. 32 years old, married—relocate now. Kim Roberts, 2469 Perkerson Road, Atlanta, Ga.

**Available January,** some experience, resonant voice, college degree, single, 25, vet., car, travel, prefer audition (tape available). Lt. James Scanlan, 2831 Lexington, Chicago, Illinois.

**Staff announcer.** Strong on commercials, news and DJ, also board operator. Midwestern graduate. Prefer midwest. Photo, tape, resume available. John Schneider, 2727 W. Polk Street, Chicago 12, Illinois.

**Announcer**—experienced strong news, DJ, sports. Television opportunity preferred. Reply Room 457, 2 Broadway, New York 4, N. Y. Telephone Whitehall 2-6535.


HERE'S AN OPPORTUNITY OF
YOUR LIFE-TIME
UHF TELEVISION STATION

FOR **SALE** IN THE

NATION'S **32ND** MARKET

NBC and ABC PROGRAMMING
Assume Liabilities and It's Yours
WAYS-TV CHARLOTTE, N. C.
CALL EDison 3-7173

## RADIO

### Situations Wanted—(Cont'd)

*Technical*

**Engineer**—6 years experience, studio, transmitter, remotes, recordings. Box 880E, B•T.

**1st phone** operator. 2½ years experience in all phases of radio broadcasting. Immediate availability. Box 9F, B•T.

**Experienced chief** engineer-combo announcer. Maintenance, installation. Box 28F, B•T.

**First phone,** college graduate, four years experience am, fm, tv, both studio and transmitter, including equipment maintenance, installation and construction. Particularly interested in audio and high-fi fm. Box 49F, B•T.

**Engineer-chief,** supervisor or staff. Plenty of experience am and tv. Prefer Florida but will consider other locations. Available immediately. Box 59F, B•T.

**New York** or vicinity, first phone, 10 years experience, car. Box 62F, B•T.

**First class.** Experience in all phases of broadcasting. Chief one year. Car. N.E. states preferred. Box 63F, B•T.

**Engineer wants** position. 1st phone, also 2nd telegraphed. Inexperienced, but highly capable. Box 72F, B•T.

**Chief engineer**—all phases of engineering, efficient operation. Young, family, auto, sober, responsible. Announce. Desires permanent position kw up. Box 89F, B•T.

**First phone,** single, 25, two years am control, transmitter, ½ year tv studio. Prefer larger city, will consider all offers of permanent jobs. Resume upon request. Have car. Box 99F, B•T.

**First phone,** am-fm-tv experience, age 30, car, available immediately. Mr. Engineer. 206 Furman Street, Syracuse, N. Y., phone 75-8913.

**Combo men** and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

*Production-Programming, Others*

**Top basketball** and all-around sports man. 5 years PD. Brief, but effective sales stint. Consider any permanent set-up of above combination. Married. Family. 27. College graduate. Best references. Box 8F, B•T.

**Program director,** news, sports, married, 13 years experience. Two weeks notice, excellent references. Will do fine public relations job. Available for interview on weekends. Permanent position. Box 37F, B•T.

**Program manager**—background and references unexcelled. Want operation with integrity and pride in broadcasting. Confidential. Box 15F, B•T.

**Program director**-announcer, female, saleable ideas. Good copy. First phone. College. Twelve years radio experience. Box 54F, B•T.

## RADIO

### Situations Wanted—(Cont'd)

**Reporter,** 42, very active. Seeks spot with new beat. Box 73F, B•T.

**Top caliber** newscaster—special events man seeks location in major market. 5 years experience. College grad. Presently employed in large market. Box 76F, B•T.

**News director,** seeks added duties as sportscaster. Desires more activity. Capable morning DJ. Wire service correspondent, knowledge of photography, promotion. Currently employed in metropolitan market. Box 88F, B•T.

**Newswriter,** light experience, recent army political analyst. Radio journalism graduate, 24, single. Network station preferred. Box 100F, B•T.

**Young program** director: 4 years experience. University graduate. NYU-TV workshop graduate. Seek permanent position in larger outlet. Good announcer, actor, and newscaster. Other experience includes writing and producing 14 radio plays, selling, continuity writing and small station management. Box 105F, B•T.

## TELEVISION

### Help Wanted

*Managerial*

**Tv sales manager.** Established medium market major network station has opening for top sales manager. Must be the best in every way for this is a really excellent opportunity. The man we select will have full authority and responsibility of sales department. Salary plus bonus plan guarantees earnings satisfactory to top man. Send resume, references and photo to Box 82F, B•T. Our personnel know of this ad.

*Salesmen*

**Experienced tv** salesman only vhf station in Vermont. 75,000 sets now—100,000 potential market. Multiple network. Went on air in September. Guarantee and liberal commission. Real opportunity for producer. Write complete information plus references first letter. S. T. Martin, General Manager, WMVT, Burlington, Vt.

**Opportunity** for young man with radio or television sales background to join radio-tv sales staff of growing uhf station. Insurance, hospitalization, pension benefits. Write Personnel Director, WSBT-TV, South Bend, Indiana.

*Technical*

**Maximum power** vhf station has opening for experienced film cutter and electronic maintenance man. Write or call: Chief Engineer, KGUL-TV, Galveston, Texas.

**Immediate openings** in new uhf station for two first class technicians with tv, video and transmitter experience. Contact Chief Engineer, WFMZ-TV, Allentown, Penna.

**Technical personnel** for tv and am newspaper owned operation. Contact Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.


# Experienced

## Television Micro-wave Engineers

## AM Transmitter Engineers

## Available

# 1st Phone-Reliable-Capable

## AM Transmitter Going Remote

## Inter-city TV Relay Eliminated

**For Information**

**Write Box 33F, B•T**


## TELEVISION

### Help Wanted—(Cont'd)

*Production-Programming, Others*

**Aggressive** writer-reporter experienced at working local beat. Mid-south key network tv outlet. Box 50F, B•T.

**Production man,** director, technical-director, with commercial understanding wanted for aggressive, growing, fully equipped WMTV (Channel 33), Madison, Wisconsin. Must be keen, quick, vigorous, ambitious, imaginative. Immediate employment and plenty of potential in world's most beautiful college community. State experience, expected starting salary, idiosyncrasies. Write Jerry Bartell, WMTV, Madison.

### Situations Wanted

*Managerial*

**General manager**—commercial manager. Thoroughly experienced all phases uhf-vhf tv and radio. Outstanding background. Local, regional, national experience. Presently employed in above capacity with major market tv station. Brilliant success story. Can bring experienced personnel. Desire permanent location with stock proposition. Willing to work on percentage or salary and percentage. Box 757E, B•T.

*Announcers*

**Personality man** . . . ad lib, audience participation, record-pantomime . . . comedy. Now doing own tv shows plus producing and directing. Seven years radio and tv experience combined. Married, family and not a drifter. Good worker . . . wish to relocate permanently. $80.00 start. Box 64F, B•T.

**Seasoned tv** announcer at large southern operation seeks northeast opportunity. $100 week. Box 90F, B•T.

*Technical*

**Tv-am engineer,** 6 years experience tv, xmtr, camera, switcher, micro-wave, recordings, remotes. Limited combo experience. Permanent only. Box 94F, B•T.

*Production-Programming, Others*

**Got CP?** Thoroughly experienced PD put two television stations on air. Can do same for you. Box 982E, B•T.

**Six years experience:** programming, production, continuity. Seeking executive position; medium, large market. As PD, launched two television stations, radio station. College education. Best references, including previous employer. Available for personal interview or immediate employment. Box 983E, B•T.

**Announcer,** 7 years experience in industry, presently employed as producer-director, wishes move to larger market. BA degree, married. Box 67F, B•T.

**Capable SRT** graduate, musical background, desires camera, film or programming, production position. Reliable, married, veteran. Salary secondary. Locate anywhere. Box 77F, B•T.

**Network retrenchment** makes available television camera-operations man. Small station and network experience. Excellent references. Box 107F, B•T.

**Tv director**—experience includes production, direction, camera, announce, audio and projection. Desire permanent location as director or related production position. Box 117F, B•T.

**Experienced** floor manager, coordinator, assistant production director, for small station operation. S. Bronsther, NBC, 30 Rockefeller Place, New York, N. Y.

**Film director,** cameraman, photographer, darkroom technician, announcer-first phone, available November 1st. Monte Grove, WLYC, Williamsport, Pa.

### For Sale

*Stations*

**Good full-time** Florida network station located in valuable retail sales area. Terms. Box 92F, B•T.

## For Sale—(Cont'd)

**50% interest** in 1000 watt daytime independent in midsouth. Ideal for working partner or investment. Box 108F, B•T.

**Opportunity** for right party to acquire profitable 500 watt station in Texas. Write or wire Box 115F, B•T.

**New 1,000 watt,** daytimer. New Gates equipment. Good market. Absentee ownership. WAGS, Bishopville, S. C.

**New southern** kilowatt daytime for amount of investment, $35,000.00. Includes land and building. Can be handled on reasonable terms by responsible broadcaster. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

**Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.**

**Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.**

### *Equipment Etc.*

**1-type** 213-4 and 1-type 213-5 Collins transcription turntables with instruction books in original boxes used as sample, like new—$550.00. 1-two-way radio station transmitter and receiver 1-FSTR-140 BY (DW) and one mobile unit 1-FMTR-80D (C) 1-C std. with 65 ft. Wincharger tower, Andrew antenna and 150 ft. RG8/U cable. $1000.00. Box 60F, B•T.

**404 foot** IDECO triangular, self-supporting, non-insulated, galvanized tower, engineered for tv or am. Priced for prompt disposal. Box 83F, B•T.

**3kw GE fm** transmitter, including tubes, monitor, console and crystals for 98.7. Approximately 400 feet Andrew transmission line. In daily use. Excellent condition. Make offer. Box 118F, B•T.

**RCA film** camera chain, TK 20 D, complete. Used. Price $4925.00. Box 125F, B•T.

**Complete proof** of performance kit shown page 51 Gates catalog. Gates MO 3625 gain set $90.00, B-W 200 audio oscillator $100.00, B-W 400 distortion meter $125.00 or all three with interconnections and instructions $300.00. Also GR RF bridge model 516C $100.00. Everything like new. KROX, Crookston, Minn.

**Two complete** RCA MI-4875-G Universal pick-up kits, arms, heads, equalizers and hardware. Used about two years. Both for $250.00 postpaid KSRV, Ontario, Oregon.

**Test equipment.** Hewlett Packard vhf, model 803A bridge, model 417A detector and model 608A signal generator. Nearly new. Cost $1545.00. Make offer. Frank C. Carman, KUTA, Salt Lake City, Utah.

**375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.**

**Remote control** system. WOKO going under one roof; will sell Gates remote system. Only eight months old, bugs all out. Reduce your payroll hundreds of dollars. Jim Healey, WOKO Albany, New York.

**1—125' Blaw-Knox** self supported tower, 1—85' Ideco self supported tower, 1—65' G.E. fm antenna pole mast, 2—65' RCA, tv antenna pole masts, 1—4 bay Andrew V type fm antenna, 1—2 bay Andrew V type fm antenna, 7/8, 2 5/8 and 3 1/8 coaxial lines and fittings. Alliance Engineering and Construction Company, 82 West Washington St., Chicago 2, Illinois, or phone Central 6-1606.

**Commercial crystals** and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal, regrinding, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone Prospect 3-3901.

## Wanted to Buy

### *Stations*

**I want to buy.** East or midwest. Small or medium market radio station with potential. Confidential. Box 78F, B•T.

**Wanted 1kw** daytimer, Maine to Florida, for immediate purchase, all or part. Experienced broadcaster. All replies confidential. Box 114F, B•T.

**Experienced,** well-financed executive wants radio station, small or medium market, any location. Prompt action. Confidential. Box 119, B•T.

## Wanted to Buy—(Cont'd)

**Radio stations.** Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.

### *Equipment Etc.*

**Wanted:** RCA tv field equipment, camera, field sync generator, field switcher, power supplies,, microwave equipment. Advise cash price and full particulars. Box 999E, B•T.

**Needed immediately:** used frequency monitor, regardless of condition or age. Rush details to Box 46F, B•T.

**RCA-770** or BK11A microphones—transcriptions turntables—Gray 106SP or 108B transcription arms—Gray 602 equalizer. Box 70F, B•T.

**1000 watt** transmitter—modulation monitor—insulated tower 240'-280'. Box 71F, B•T.

**Wanted, surplus** RCA equipment TK 11 A studio camera and TD 3A pedestal with friction head; TS 10A switching system to include TA 5C or D stabilizing amplifier and TM 5A master monitor. Box 87F, B•T.

**Collins fm antenna** 37M6 on 3 and 1⅛ inch line or other antenna for use with 10 kw fm transmitter and power gain of 6. KPFA, Berkeley 4, California.

**Surplus RCA** TP-6 A or Eastman model 250 projector and RCA MI-26521 field power supply. Advise price and condition. John M. Sherman, WCCO-TV, Minneapolis, Minnesota.

**Wanted** 5kw broadcast transmitter in good condition. Please send complete information to Loren Dorough, Chief, WVOP, Vidalia, Georgia.

**Immediate cash** for new, used equipment, uhf, fm, am transmitters. Complete description full details to Richard Ajello, Camana 631, Lima, Peru.

**One** good used 5 kilowatt transmitter am. Write: Guarantee Radio Supply Co., 1314 Iturbide Laredo, Texas.

### Instruction

**FCC operator** license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

## RADIO

## Situations Wanted

### *Announcers*

**ANNOUNCER-DEEJAY**

An unusually seasoned and well qualified mike man wants opportunity and money with top progressive AM or TV outfit. He is a reliable top-notch, versatile commercial announcer who SELLS with a warm, friendly and profitable approach. He is married, 29, one child and a midwest college graduate. Will arrange resume, tape, excellent references. He is available now.

Box 111F, B•T

## TELEVISION

## Situations Wanted

### *Salesman*

**EXPERIENCED**
**TV FILM SALESMAN**

Presently employed, Travelling Large Southern Territory. Personal Contacts TV Stations and Agencies in South, Southeast and Southwest. 8 Years Radio and TV Sales Large Southern VHF. Consider Relocating.

Box 51F, B•T

## FOR SALE

**TOWERS**
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

## For Sale—(Cont'd)

**5KW**
**TELEVISION**
**TRANSMITTER**
**FOR SALE**
**RCA - TT5**
**KOTV TULSA, OKLAHOMA**

## WANTED TO BUY

### Stations

**WANTED TO BUY FOR CASH!!**

Small Station Within 300 Miles of Charlotte, N. C.

Write

**Box 79F, B•T**

Will you lease your radio station to me for a year with an option to buy outright or control with minimum amount down?

Business and personal differences force me to withdraw from successful radio-television program production business in Baltimore which associate and I built in 3 years to annual gross of $200,000.

Want to apply same aggressive selling and creative service to station of my own in one of the 1st 100 markets but can't afford to make mistake.

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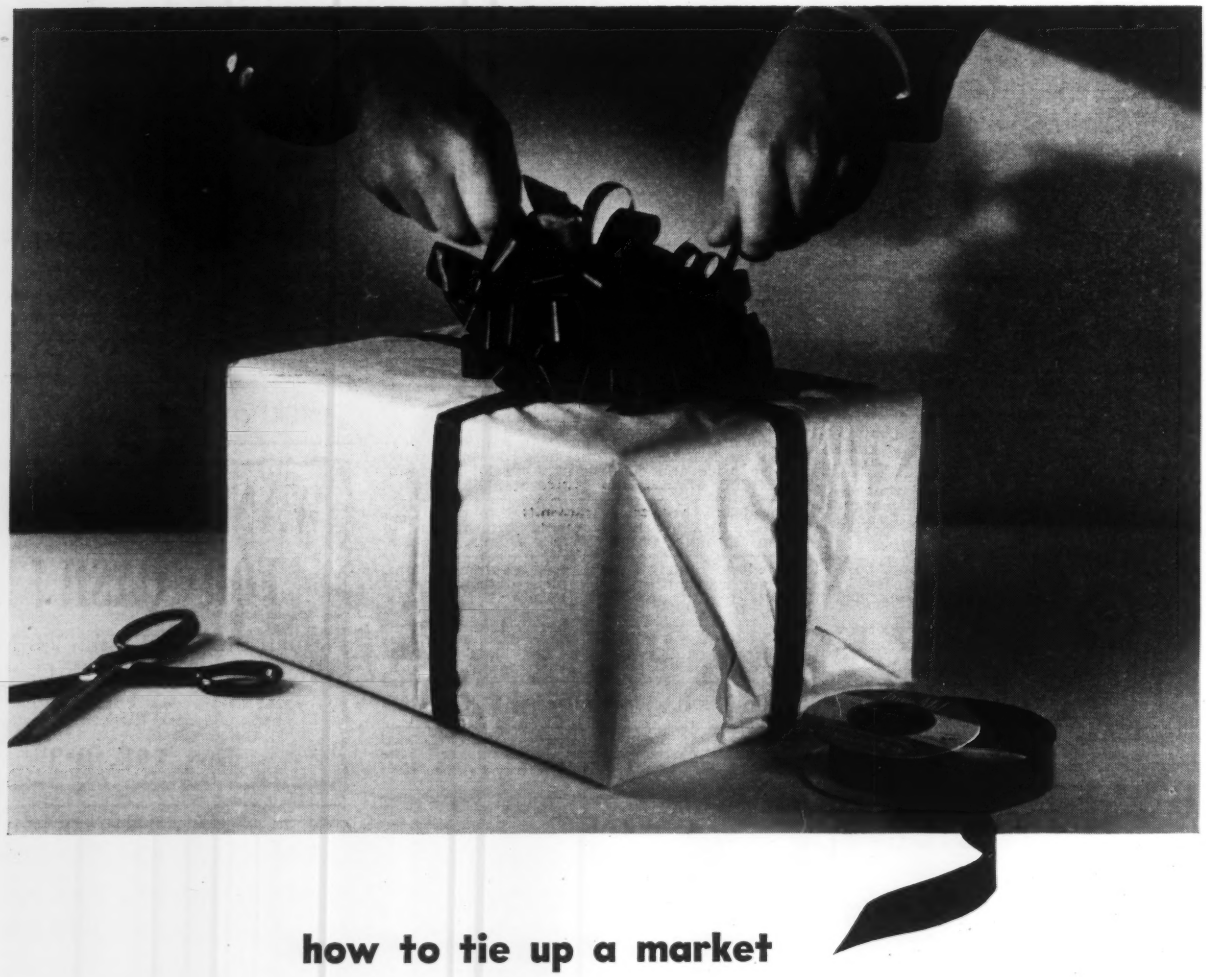

## how to tie up a market

One way is to tie it up in colorful ribbon. Burlington Mills Corporation, located in the Prosperous Piedmont, manufactures enough ribbon each year to tie up all the major markets in the nation.

But the realistic way to tie up the Prosperous Piedmont into *one* solid sales package is to use WFMY-TV. That way it stays tied!

Since 1949, WFMY-TV has been the key salesman in this top TV market. Here in the Piedmont section of North Carolina and Virginia, agriculture, textiles, furniture and other booming industries tie . . . into one package . . . a *2 billion dollar* market for your product. WFMY-TV's coverage of 1,733,700 potential TV viewers in this 31-county gift-wrapped package means bigger sales and profits for you.

**To tie up greater sales** in the South's Prosperous Piedmont, call your H-R-P man today for the story of the giant-size package marked WFMY-TV.

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## *Channel 2*

**GREENSBORO, N. C.**

*Represented by*
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New York — Chicago — San Francisco

# TELESTATUS

October 25, 1954

## Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

### ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Alabama Educational Tv Comm. (*10) 10/13/54-Unknown
Decatur†—
►WMSL-TV (23) NBC; Walker; 17,800
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 36,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-11/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

### ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC; Raymer; 99,108
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 99,108
►KPHO-TV (5) CBS, DuM; Katz; 99,814
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 32,240
►KVOA-TV (4) ABC, NBC; Raymer; 32,240
Yuma†—
►KIVA (11) NBC, DuM; Grant; 23,809

### ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 77,233
KETV (23) 10/30/53-Unknown
Arkansas Tv Co. (11) Initial Decision 10/15/54
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 77,233
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

### CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 78,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 17,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 142,796
►KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,901,124
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,901,124
►KHJ-TV (9) DuM; H-R; 1,901,124
►KNXT (2) CBS; CBS Spot Sls.; 1,901,124
►KRCA (4) NBC; NBC Spot Sls.; 1,901,124
KTHE (*28). See footnote (d)
►KTLA (5) Raymer; 1,901,124
►KTTV (11) Blair; 1,901,124
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Unknown
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

### New Starters

The following tv stations are the newest to start regular programming:

WBTW (TV) Florence, S. C. (ch. 8), Oct. 18.

KLTV (TV) Tyler, Tex. (ch. 7), Oct. 15.

WSAU-TV Wausau, Wis. (ch. 7), Oct. 17.

San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,005,960
►KPIX (5) CBS; Katz; 1,005,960
►KRON-TV (4) NBC; Free & Peters; 1,005,960
►KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 75,169
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KOVR (13) DuM; Blair
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

### COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 51,615
►KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
►KBTV (9) ABC; Free & Peters; 237,198
►KFEL-TV (2) DuM; Blair; 237,198
►KLZ-TV (7) CBS; Katz; 237,198
►KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, ABC, DuM; Holman; 5,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587

### CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
►WGTH-TV (18) ABC, DuM; H-R; 203,670
New Britain—
►WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC; Stuart; 156,000

### DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

### DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
►WRC-TV (4) NBC; NBC Spot Sls.; 636,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
►WTTG (5) DuM; Blair; 612,000
Washington Metropolitan Tv Corp. (20) Initial Decision 9/17/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.


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Firm

Street

City Zone

State

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KHQA-TV
CHANNEL 7
CBS – DUMONT

represented by
WEED TELEVISION




**FLORIDA**

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 265,800
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 19,500
Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 79,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 105,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Jan. '55
WTVT (13) 9/2/54-Unknown
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC, DuM; Weed; 33,200
► WJNO-TV (5) NBC; Meeker; 216,000

**GEORGIA**

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-11/21/54
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 106,066
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 78,111
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 22,000
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 52,060
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

**IDAHO**

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,500
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

**ILLINOIS**

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,950,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 92,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 173,140
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

**INDIANA**

Bloomington—
► WTTV (4) ABC, NBC, DuM; Meeker, 567,982 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 73,207
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) ABC, NBC, DuM; Raymer; 101,500
► WINT (15) See Waterloo
WANE-TV (69) 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) CBS; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 61,200
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 76,800
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 198,880
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
► WINT (15) CBS; H-R; 94,500

**IOWA**

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 241,290
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 107,532
Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC; Hollingbery
► KVTV (9) ABC, CBS, DuM; Katz; 117,167
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 127,635

**KANSAS**

Great Bend†—
KCKT (2) Bolling; 3/3/54-Unknown
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 67,521
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 367,914
Wichita—
KAKE-TV (10) ABC; Hollingbery; 4/1/54-10/19/54 (granted STA 10/6/54)
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

**KENTUCKY**

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 59,353
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

**Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.**

**LOUISIANA**

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► **WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000**
**WBRZ (2) Hollingbery; 1/28/54-1/1/55**
Lafayette†—
**KLFY-TV (10) Rambeau; 9/16/53-Unknown**
**KVOL-TV (10) 9/16/53-Unknown**
Lake Charles—
► KPLC-TV (7) Weed
► KTAG (25) CBS, ABC, DuM; Young; 25,000
Monroe—
**KFAZ (43) See footnote (d)**
► **KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 166,000**
New Orleans—
**WCKG (26) Gill-Perna; 4/2/53-Late '54**
**WCNO-TV (32) Forjoe; 4/2/53-Unknown**
► **WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412**
► **WJMR-TV (61) ABC, CBS, DuM; McGillvra; 108,992**
Shreveport—
► **KSLA (12) ABC, CBS, NBC, DuM; Raymer; 61,500**
**Shreveport Tv Co. (12) Initial Decision 6/7/54**
**See footnote (e)**
**KTBS Inc. (3) Initial Decision 6/11/54**

**MAINE**

Bangor—
► WABI-TV (5) CBS, NBC; Hollingbery; 81,275
► WTWO (2) Venard
Lewiston—
► **WLAM-TV (17) DuM; Everett-McKinney; 21,332**
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 241,911
Portland—
► WCSH-TV (6) NBC; Weed; 130,988
► **WGAN-TV (13) ABC, CBS; Avery-Knodel**
► WPMT (53) DuM; Everett-McKinney; 46,300

**MARYLAND**

Baltimore—
► **WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 561,099**
► WBAL-TV (11) NBC; Petry; 561,099
**WITH-TV (72) Forjoe; 12/18/52-Unknown**
► **WMAR-TV (2) CBS; Katz; 561,099**
**WTLF (18) 12/9/53-Unknown**
Cumberland†—
**WTBO-TV (17) 11/12/53-Unknown**
Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

**MASSACHUSETTS**

Adams (Pittsfield)—
► WMGT (74) DuM; Walker; 135,541
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,210,581
WGBH-TV (*2) 7/16/53-Fall '54
**WJDW (44) 8/12/53-Unknown**
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,210,581
Brockton†—
**WHEF-TV (62) 7/30/53-Fall '54**
Cambridge (Boston)—
► **WTAO-TV (56) DuM; Everett-McKinney; 154,800**
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 148,000
► WWLP (61) ABC, NBC; Hollingbery; 148,000
Worcester—
**WAAB-TV (20) Forjoe; 8/12/53-Unknown**
► WWOR-TV (14) ABC, DuM; Raymer; 61,624

**MICHIGAN**

Ann Arbor—
► **WPAG-TV (20) DuM; Everett-McKinney; 20,500**
**WUOM-TV (*26) 11/4/53-Unknown**
Battle Creek—
**WBCK-TV (58) Headley-Reed; 11/20/52-Unknown**
**WBKZ (64) See footnote (d)**
Bay City (Midland, Saginaw)—
► **WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793**
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410
Detroit—
**WCIO-TV (62) 11/19/53-Unknown**
► **WJBK-TV (2) CBS; Katz; 1,468,400**
**WTVS (*56) 7/14/54-Late '54**
► **WWJ-TV (4) NBC; Hollingbery; 1,286,822**
► **WXYZ-TV (7) ABC; Blair; 1,308,200**
WJLB-TV (50) 9/8/54-Unknown
East Lansing†—
► **WKAR-TV (*60)**
Flint—
**WJRT (12) 5/12/54-Unknown**
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 455,596
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► **WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 514,400**
Lansing—
► **WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000**
► WJIM-TV (6) ABC, DuM; Petry; 407,256
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
**WTVM (35) 12/23/52-Unknown**
Saginaw (Bay City, Midland)—
► **WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000**
WSBM-TV (51) 10/29/53-Dec. '55
Traverse City†—
► **WPBN-TV (7) NBC; Holman**

**MINNESOTA**

Austin—
► **KMMT (6) ABC; Pearson; 95,951**
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 69,250
► **WDSM-TV (6). See Superior, Wis.**
**WFTV (38) See footnote (d)**
Hibbing†—
**KHTV (10) 1/13/54-Unknown**
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 511,000
► WTCN-TV (11) ABC, DuM; Blair; 487,910
Rochester—
► KROC-TV (10) NBC; Meeker; 85,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 487,910

**MISSISSIPPI**

Biloxi†—
**Radio Assoc. Inc. (13) Initial Decision 7/1/54**
Columbus†—
**WCBI-TV (4) McGillvra; 7/28/54-Early '55**
Jackson—
► WJTV (25) CBS, DuM; Katz; 59,305
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 95,000
Meridian†—
**WCOC-TV (30) See footnote (d)**
► **WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300**

**MISSOURI**

Cape Girardeau†—
► KFVS-TV (12) CBS
Clayton†—
**KFUO-TV (30) 2/5/53-Unknown**
Columbia—
► **KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.**

WINDY, the bright spirit of television in Central Kansas, after taking his own survey, reports that almost everyone in Kansas watches **KTVH!**

WINDY says, "It's true that over 43 Kansas counties are included in **KTVH**'s receiving area. And, certainly, everyone's aware that **KTVH** serves the metropolitan areas of Wichita and Hutchinson, plus fourteen other important communities. All of which confirms the fact that more than 230,140 homes can now enjoy top-flight programs on **KTVH**."

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**CHANNEL 12**
**VHF 240,000 WATTS**
**CBS BASIC — DUMONT**
*Represented Nationally by H-R Representatives, Inc.*

**KTVH**, pioneer station in rich Central Kansas serves more than 14 important communities besides Wichita. Studios and sales offices are located in Wichita (Hotel Lassen) and Hutchinson. Howard O. Peterson, *General Manager*.

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W·H·E·N TV

Well, fan mah brow, Miss Scarlett! Let the house burn, honey chile — you've saved the TV set, and we can still watch Channel 8!

That old-type hospitality still applies in Atlanta (New York, that is) and visiting firemen get the full treatment: a cup of branch water, a seat by the fire, and a hearty invitation to share the best in the house — the fun on Channel 8.

In Atlanta, as in 250 similar upstate communities, WHEN-TV is hotter than a two-dollar pistol, and the gentlefolk burn with real enthusiasm for WHEN-TV advertised products.

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DUMONT

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MEREDITH
STATION

Everybody WATCHES
W·H·E·N TV
CHANNEL 8
SYRACUSE, N.Y.

## FOR THE RECORD

**Festus†—**
**KACY (14) See footnote (d)**
**Hannibal† (Quincy, Ill.)—**
► KHQA-TV (7) CBS, DuM; Weed; 124,272
► WGEM-TV (10) See Quincy, Ill.
**Jefferson City†—**
**KRCG (13) 6/10/54-Unknown**
Joplin†—
► KSWM-TV (12) CBS; Venard; 66,177
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 426,783
► KMBC-TV (9) CBS; Free & Peters; 426,783
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 426,783
Kirksville†—
**KTVO (3) 12/16/53-Unknown**
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 108,755
St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
► KWK-TV (4) CBS; Katz
**WIL-TV (42) 2/12/53-Unknown**
**KACY (14) See Festus**
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson; 59,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) NBC; Hollingbery; 55,020

### MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 16,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,500

### NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
**KUON (12) See footnote (d)**
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

### NEVADA

Henderson†—
**KLRJ-TV (2) Pearson 7/2/54-12/1/54**
Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,500

### NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 240,000
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

### NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

### NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 50,000
► KGGM-TV (13) CBS; Weed; 50,000
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 24,218

### NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 103,000
► WTRI (35) CBS; Headley-Reed; 114,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 298,350
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-12/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 414,633. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-11/1/54 (granted STA Oct. 14)
Elmira—
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 16,500
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 386,700
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 350,000
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 350,000
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 149,000

### NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 31,000
► WLOS-TV (13) ABC, DuM; Venard; 204,907
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 54,560
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 423,073
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 242,750
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 97,500
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 233,375
► WTOB-TV (26) ABC, DuM; H-R; 73,400

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**Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.**

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### NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 25,000
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

### OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 25,000
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 687,514
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,051,090
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 62,973
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 297,060
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 138,218
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 40,000

### OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 151,224
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 281,522
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 123,614
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) Blair; 7/8/54-Nov. '54 (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

### OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 26,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,600
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 190,770
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

### PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Fall '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 84,591
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 43,752
Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 787,402
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
WLBR-TV (15) See footnote (d)
New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,767
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,854,637
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,819,362
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,500
► WGBI-TV (22) CBS; Blair; 175,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 174,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 188,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

### RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,201
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

### SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 70,356
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 121,113
► WUSN-TV (2) NBC, DuM; H-R
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 63,000
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 127,526
► WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
► WBTW (8) CBS; CBS Spot Sls.
Greenville—
► WFBC-TV (4) NBC; Weed; 301,892
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

### SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 104,728

### TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 103,021
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-11/15/54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 88,940
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 78,900
Memphis—
► WHBQ-TV (13) CBS; Blair; 297,746
► WMCT (5) ABC, NBC, DuM; Branham; 297,746
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 198,045
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz


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| Jack Benny | Name That Tune | I Married Joan | Hit Parade |
| TV Playhouse | Milton Berle Show | Strike It Rich | Seeking Heart |
| Stop the Music | I Love Lucy | Wrestling-Chicago | Brighter Day |
| Camel News | People Are Funny | Favorite Story | Hawkins Falls |
| Robert Montgomery | Eddie Fisher | Dragnet | Video Theatre |
| Jo Stafford | You Are There | Dollar A Second | Mama |
| Martha Raye Show | This Is Your Life | Life of Riley | Cavalcade of Sports |
| Truth or Consequences | You Bet Your Life | Greatest in Sports | Kit Carson |
| I Led 3 Lives | Disneyland | Jackie Gleason | Sid Caesar |
| Cavalcade of America | Private Secretary | Sat Nite Spectacular | Search For Tomorrow |
| I've Got A Secret | Max Liebman Presents | Guiding Light | Welcome Travelers |
| Mr. District Attorney | Liberace | On Your Account | Wild Bill Hickok |
| Ramar | Tony Martin | Greatest Gift | NCAA Football |
| Fred Waring | Lineup | Ford Theatre | Superman |
| Comedy Hour | Godfrey and Friends | Shower of Stars | Life With Father |
| Loretta Young Show | Bob Hope Show | Big Story | |

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Contact THE BRANHAM COMPANY

### TEXAS

**Abilene†—**
► KRBC-TV (9) ABC, CBS, NBC, DuM; Pearson; 37,194

**Amarillo—**
► KFDA-TV (10) ABC, CBS; Branham; 57,427
► KGNC-TV (4) NBC, DuM; Katz; 57,427
**KLYN-TV (7) 12/11/53-Unknown**

**Austin—**
► **KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer;** 88,965

**Beaumont†—**
► KBMT (31) ABC, NBC, DuM; Forjoe; 33,580
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54

**Big Spring†—**
**KBST-TV (4) 7/22/54-Unknown**

**Corpus Christi†—**
► KVDO-TV (22) NBC; Young; 25,300
**KTLG (43) 12/9/53-Unknown**
**Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54**

**Dallas—**
**KDTX (23) 1/15/53-Unknown**
**KLIF-TV (29) 2/12/53-Unknown**
► KRLD-TV (4) CBS; Branham; 406,804
► WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804

**El Paso—**
KOKE (13) Forjoe; 3/18/54-Unknown
► **KROD-TV (4) ABC, CBS, DuM; Branham;** 57,280
► KTSM-TV (9) NBC; Hollingbery; 55,270

**Ft. Worth—**
► **WBAP-TV (5) ABC, NBC; Free & Peters;** 401,000
KFJZ-TV (11) 9/17/54-Unknown

**Galveston—**
► KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000

**Harlingen† (Brownsville, McAllen, Weslaco)—**
► KGBT-TV (4) ABC, CBS, DuM; H-R; 44,380

**Houston—**
**KNUZ-TV (39) See footnote (d)**
► KPRC-TV (2) NBC; Petry; 362,000
KTRK-TV (13) ABC; Blair; 2/23/54-Dec. '54
**KTVP (23) 1/8/53-Unknown**
► **KUHT (*8) 281,500**
**KXYZ-TV (29) 6/18/53-Unknown**

**Longview†—**
► **KTVE (32) Forjoe; 24,171**

**Lubbock—**
► KCBD-TV (11) ABC, NBC; Raymer; 62,365
► **KDUB-TV (13) CBS, DuM; Avery-Knodel;** 63,843
**KFYO-TV (5) Katz; 5/7/53-Unknown**

**Midland—**
► **KMID-TV (2) ABC, CBS, NBC; Venard; 38,500**

**San Angelo—**
► **KTXL-TV (8) ABC, CBS, NBC, DuM; Melville;** 38,573

**San Antonio—**
**KALA (35) 3/26/53-Unknown**
**KCOR-TV (41) O'Connell; 5/12/54-11/1/54**
► KGBS-TV (5) ABC, CBS, DuM; Katz; 211,323
► WOAI-TV (4) NBC; Petry; 212,750

**Sweetwater†—**
**KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown**

**Temple—**
► KCEN-TV (6) NBC; Hollingbery; 89,349

**Texarkana (also Texarkana, Ark.)—**
► KCMC-TV (6) ABC, CBS, DuM; Venard; 83,863

**Tyler†—**
► KETX (19) CBS, NBC, DuM; 28,405
► KLTV (7) ABC, NBC; Pearson

**Victoria†—**
**KNAL (19) Best; 3/26/53-Unknown**

**Waco†—**
► KANG-TV (34) ABC, DuM; Pearson; 44,911
KWTX Bcstg. Co. (10) Initial Decision 9/30/54

**Weslaco† (Brownsville, Harlingen, McAllen)—**
► KRGV-TV (5) NBC; Raymer; 43,126

**Wichita Falls—**
► KFDX-TV (3) ABC, NBC; Raymer; 76,100
► **KWFT-TV (6) CBS, DuM; Blair; 85,300**

### UTAH

**Provo†—**
**KOVO-TV (11) 12/2/53-Unknown**

**Salt Lake City—**
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
► KTVT (4) NBC; Blair; 166,800
► KUTV (2) ABC; Hollingbery

### VERMONT

**Montpelier†—**
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 75,000

### VIRGINIA

**Danville†—**
► **WBTM-TV (24) ABC; Gill-Perna; 21,545**

**Hampton (Norfolk)—**
► WVEC-TV (15) NBC; Rambeau; 110,000

**Harrisonburg—**
► **WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson;** 87,948

**Lynchburg—**
► **WLVA-TV (13) ABC, CBS, DuM; Hollingbery;** 120,000

**Newport News—**
► **WACH-TV (33) Walker**

**Norfolk—**
► WTAR-TV (3) ABC, CBS, DuM; Petry; 335,832
WTOV-TV (27) See footnote (d)
► **WVEC-TV (15) See Hampton**

**Petersburg†—**
Petersburg Tv Corp. (8) 9/29/54-Unknown

**Richmond—**
**WOTV (29) 12/2/53-Unknown**
► WTVR (6) NBC; Blair; 465,873

**Roanoke—**
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 271,399

### WASHINGTON

**Bellingham†—**
► KVOS-TV (12) DuM; Forjoe; 116,299

**Seattle (Tacoma)—**
► KING-TV (5) ABC; Blair; 378,300
► KOMO-TV (4) NBC; Hollingbery; 378,300
**KCTS (*9) 12/23/53- Dec. '54**
**KCTL (20) 4/7/54-Unknown**

**Spokane—**
► KHQ-TV (6) ABC, NBC; Katz; 82,743
► **KXLY-TV (4) CBS, DuM; Avery-Knodel; 89,283**
KREM-TV (2) Petry; 3/18/54-11/4/54

**Tacoma (Seattle)—**
► KTVW (13) Branham; 378,300
► KTNT-TV (11) CBS, DuM; Weed; 378,300

**Vancouver†—**
**KVAN-TV (21) Bolling; 9/25/53-Unknown**

**Yakima—**
► **KIMA-TV (29) ABC, CBS, NBC, DuM; Weed;** 30,789

### WEST VIRGINIA

**Charleston—**
► **WCHS-TV (8) CBS, DuM; Branham**
► WKNA-TV (49) ABC; Weed; 42,946

**Clarksburg†—**
**WBLK-TV (12) Branham; 2/17/54-1/1/55**

**Fairmont†—**
► **WJPB-TV (35) ABC, NBC, DuM; Gill-Perna;** 35,200

**Huntington—**
► WSAZ-TV (3) NBC; Katz; 411,140
WHTN-TV (13) 9/2/54-Unknown

**Oak Hill (Beckley)†—**
WOAY-TV (4) Weed; 6/2/54-Nov. '54

**Parkersburg†—**
► **WTAP (15) ABC, DuM; Forjoe; 30,000**

**Wheeling—**
**WLTV (51) 2/11/53-Unknown**
► **WTRF-TV (7) ABC, NBC; Hollingbery; 281,811**
► WSTV-TV (9) See Steubenville, Ohio

### WISCONSIN

**Eau Claire—**
► **WEAU-TV (13) ABC, NBC, DuM; Hollingbery;** 71,000

**Green Bay—**
► **WBAY-TV (2) ABC, CBS, NBC, DuM; Weed;** 195,670
**WFRV-TV (5) 3/10/54-Unknown**
► WMBV-TV (11) See Marinette

**La Crosse†—**
► **WKBT (8) CBS, NBC, DuM; Raymer; 34,600**
**WTLB (38) 12/16/53-Unknown**

**Madison—**
► **WHA-TV (*21)**
► **WKOW-TV (27) CBS; Headley-Reed; 54,000**
► **WMTV (33) ABC, NBC, DuM; Bolling; 59,500**
**Badger Television Co. (3) Initial Decision 7/31/54**

**Marinette† (Green Bay)—**
► WMBV-TV (11) NBC; Venard; 175,000

**Milwaukee—**
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 350,080
► **WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 708,115**
WTVW (12) ABC, DuM; Petry; 6/11/54-10/27/54 (granted STA Sept. 7)

**Neenah—**
► **WNAM-TV (42) ABC; George Clark**

**Superior† (Duluth, Minn.)—**
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.

**Wausau†—**
► WSAU-TV (7) CBS; Meeker

**Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.**

### WYOMING

**Cheyenne†—**
► **KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100**

### ALASKA

**Anchorage†—**
► **KFIA (2) ABC, CBS; Weed; 12,000**
► KTVA (11) NBC, DuM; Feltis; 10,000

**Fairbanks†—**
KFIF (2) ABC, CBS; 7/1/53-Unknown

### HAWAII

**Honolulu†—**
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

### PUERTO RICO

**San Juan†—**
► **WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks**
► WKAQ-TV (2) CBS; Inter-American; 41,000

### CANADA

**Calgary, Alt.—**
► CHCT-TV (2) CBC; All-Canada, Weed

**Hamilton, Ont.—**
► **CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500**

**Kitchener, Ont.—**
► **CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533**

**London, Ont.—**
► **CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627**

**Montreal, Que.—**
► **CBFT (2) CBC French; CBC; 221,216**
► **CBMT (6) CBC; CBC; 221,216**

**Ottawa. Ont.—**
► **CBOT (4) CBC; CBC; 38,500**

**Port Arthur, Ont.—**
► CFPA-TV (2) CBC; All-Canada, Weed

**Quebec City, Que.—**
► **CFCM-TV (4) CBC; Hardy; 6,000 estimate**

**Regina, Sask.†—**
► **CKCK-TV (2) CBC; All-Canada, Weed; 3,000**

**St. John, N. B.†—**
► **CHSJ-TV (4) CBC; All-Canada; 10,000**

**Sudbury, Ont.†—**
► **CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 10,091**

**Toronto, Ont.—**
► **CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000**

**Vancouver, B. C.†—**
► **CBUT (2) CBC; CBC; 30,000**

**Windsor, Ont.—**
► CKLW-TV (9) CBC, DuM; Young

**Winnipeg, Man.†—**
► **CBWT (4) CBC; CBC; 5,000**

### MEXICO

**Juarez† (El Paso, Tex.)—**
► **XEJ-TV (5) National Time Sales; 39,975**

**Tijuana† (San Diego)—**
► **XETV (6) Weed; 241,000**

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**Total stations on air in U. S. and possessions: 411; total cities with stations on air: 275. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 33,312,714.**

*** Indicates educational stations.**

**† Cities NOT interconnected to receive network service.**

(a) Figure does not include 353,013 sets which **WBEN-TV Buffalo reports it serves in Canada.**

**(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.**

**(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.**

**(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; WTOV-TV Norfolk, Va.**

**(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].**

## UPCOMING

Oct. 25-26: Central Canada Broadcasters Assn., Brock-Sheraton Hotel, Niagara Falls, Ont.
Oct. 27: Annual "Whingding" stag party, Southern California Broadcasters Assn., Inglewood Country Club.
Oct. 27: Radio Pioneers, Toots Shor's, New York.
Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.
Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.
Oct. 30: Federal Communications Bar Assn., annual outing, Lohnes estate, Vienna, Va.

**NOVEMBER**

Nov. 4: National Television Film Council, color tv lecture, Warwick Hotel, New York.
Nov. 7-13: Lutheran Radio & Tv Week.
Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.
Nov. 8-9: New Jersey Broadcasters Assn., Essex House, Newark.
Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.
Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.
Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.
Nov. 17: Advertising Council Day, Waldorf-Astoria, New York.
Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.
Nov. 18-19: North Carolina Assn. of Broadcasters, Mid-Pines Hotel, Southern Pines, N. C.
Nov. 18-20: Radio Television News Directors Assn., Chicago.
Nov. 21: Louisiana-Mississippi AP Broadcasters Assn., Jung Hotel, New Orleans.
Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.
Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.
Nov. 30: Tv Film Directors Assn., New England Chapter, Statler Hotel, Boston.

**JANUARY 1955**

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.
Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

### SPECIAL LISTING

**NARTB District Meetings**

Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

## COLORCASTING

### Advance Schedule Of Network Color Shows

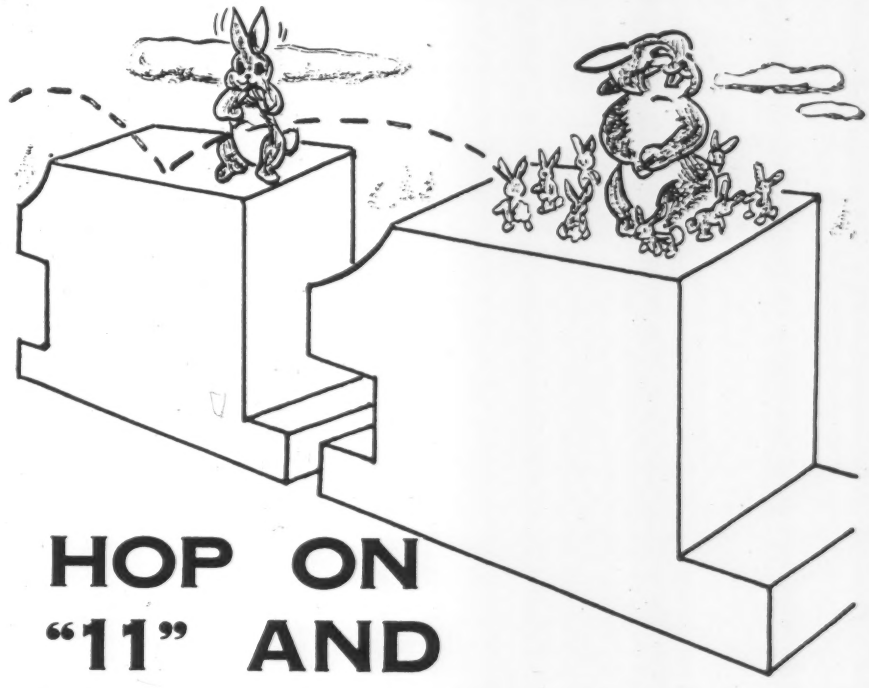
**CBS-TV**

Oct. 28 (8:30-9:30 p.m.): *Shower of Stars,* Chrysler Corp. through McCann-Erickson.
Oct. 29 (8-8:30): *Mama,* General Foods through BBDO.
Nov. 4-5 (2:30-3 p.m.): *Art Linkletter's House Party,* participating sponsors.
Nov. 5 (7:45-8 p.m.): *Perry Como Show,* Liggett & Myers Tobacco Co., through Cunningham & Walsh.
Nov. 9 (7:45-8 p.m.): *Jo Stafford Show,* Gold Seal Co., through Campbell-Mithun.
Nov. 10 (10-11 p.m.): *Best of Broadway,* Westinghouse Electric Co., through McCann-Erickson.
Nov. 14 (6:30-7 p.m.): *You Are There,* Electrict Cos. Adv. Program through N. W. Ayer & Son and Prudential Insurance Co. through Calkins & Holden, alternating sponsors.

**NBC-TV**

Oct. 28 (9:30-10 p.m.): *Ford Theatre,* "Trip Around the Block," Ford Motor Co. through J. Walter Thompson.
Oct. 31 (3-4:30 p.m.): *Tv Opera,* "Abduction from the Seraglio," sustaining.
Nov. 4 (9:30-10 p.m.): *Ford Theatre,* "Remember to Live," Ford Motor Co. through J. Walter Thompson.
Nov. 7 (7:30-9 p.m.) *Max Liebman Presents,* Hazel Bishop through Raymond Spector and Sunbeam through Perrin-Paus.
Nov. 11 (9:30-10 p.m.): *Ford Theatre,* "The Road Ahead," Ford Motor Co. through J. Walter Thompson.
Nov. 15 (8-9:30 p.m.): *Producers' Showcase,* State of the Union, Ford Motor Co. and RCA through Kenyon & Eckhardt.
Nov. 18 (9:30-10 p.m.): *Ford Theatre,* Summer Memory, Ford Motor Co. through J. Walter Thompson.
Nov. 20 (9-10:30 p.m.): *Max Liebman Presents,* Oldsmobile Div. of General Motors Corp. through D. P. Brothers Co.

**[Note: This schedule will be corrected to press time of each issue of B•T.]**

HOP ON "11" AND MULTIPLY YOUR SALES

**The nights are long in Packerland. The winds grow cold and the snow deep. But Channel 11 glows brightly on nearly 200,000 sets, bringing Groucho and Montgomery, Berle and Boxing — the best of NBC and Packerland programming. WMBV reaches an all-new market — no expensive overlap with your Milwaukee-Chicago TV coverage. No other midwestern station can give you so much for so little.**

WMBV NBC IN GREEN BAY PACKERLAND
MARINETTE, WISCONSIN

GREEN BAY: Phone HEmlock 5-9389
MILWAUKEE Phone WOodruff 4-3587
National Representatives
VENARD, RINTOUL & McCONNELL, Inc.
New York - Chicago - Los Angeles - San Francisco - Boston

## ASCAP'S Front Forty

FORTY YEARS AGO, a small group of song writers and publishers formed the American Society of Composers, Authors & Publishers for the purpose of protecting their musical works against unauthorized and un-paid-for use. ASCAP succeeded; it prospered; it grew until it controlled the performance rights to virtually all of the nation's popular music.

But in that growth ASCAP developed monopolistic tendencies that—14 years ago—caused its best customers, the broadcasters, to set up their own competitive organization to put them into a better bargaining position when negotiating for the right to broadcast ASCAP tunes.

The going was rough with the formation of Broadcast Music Inc. and the break with ASCAP. But out of it came proof of the validity of the maxim that competition is the life-blood of business. Today ASCAP thrives. So does BMI. Users have a choice. Publishers and writers have more than one place to go. Users are getting more for less.

Before BMI's advent the editorial columns of this publication hurled invective at those then in ASCAP's high echelons. BMI was the turning point. There was new ASCAP leadership and a reasoned approach.

Thus, since 1941 the broadcasters and ASCAP have dropped their former aggressive attitudes, replacing them with a friendly suspicion that is the usual relationship between large buyers and their chief suppliers.

The creations of ASCAP's members make up a large and valuable part of broadcast entertainment. Accordingly, it is a pleasure to congratulate the Society on its 40th anniversary and to join in a close harmony rendition of "Happy Birthday to You"—the best known work of Mildred Hill, an ASCAP member.

## Land of the Free

BROADCASTERS ought to give a medal to the Kiwanis International for reminding broadcasters that they have a great medium worthy of being saluted once a year.

As reported in last week's issue, Don E. Engdahl, president of Kiwanis, asked the nearly 4,000 clubs in the United States and Canada to participate in observance of National Radio & Television Week Nov. 7-13. Clubs were sent an "Appreciation Kit" charting the manner in which they could do the job. They were told how to honor local stations for their contribution to the freedom of speech ideal, and how to publicly thank broadcasters for their cooperation and contribution.

It is refreshing to find that there exists an organization that doesn't take radio and television for granted; that doesn't harp about alleged shortcomings and fancied "abuses."

Broadcasters never toot their own horns unless they are on the defensive, usually combating state or local legislation designed to abridge their freedom and limit their operations. Stations take it on the chin from politicians each passing day.

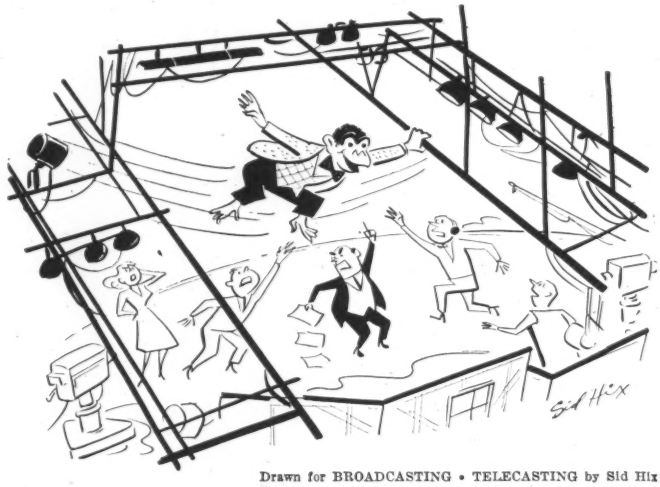
It's time broadcasters did a job for themselves. National Radio & Television Week shouldn't be an event used by manufacturers merely to promote the sale of merchandise. It should be a tribute to the arts that are radio and television—to remind the public of the miracles that have been wrought in a single generation to benefit mankind. They are the arts that sprang from the genius of Americans and flowered in free atmosphere of a free America.

## Coueism Rides Again

THERE CAN be no doubt that the problem of juvenile delinquency is of utmost seriousness and that telecasters have an affirmative obligation to assist their communities in trying to solve it.

The problem is not only serious; it is also incredibly intricate. It deserves the most patient and extensive study. It is not getting that kind of study in the hearings conducted by the Hendrickson subcommittee of the Senate. For proof of that statement we need only to refer to Sen. Hendrickson's suggestion last week that television ought to appoint a czar to censor programs.

That suggestion implies a belief that there are television programs which incite youngsters to criminal acts. No such conclusion can be drawn from the available evidence. It implies also a belief that there are many such programs, an unwarranted assumption.




Drawn for BROADCASTING • TELECASTING by Sid Hix

*"Get him down, somebody! He's on in two minutes!"*

What it clearly does *not* imply is a recognition of the nature of the problem. The appointment of a television czar would be an easy but not particularly intelligent way of pretending to attack the problem. What if a czar were appointed? How would he know whether any given program contained dangers to the juvenile mind?

Would a czar automatically rule out programs containing violence or reference to crime—as some testimony and a subcommittee staff statement last week indicated would be desirable? Such an action would be ridiculously unrealistic.

Would a czar insist that programs show only the good in people and avoid all mention of the bad? He would be Emil Coue reincarnated.

The idiocy of the Coue approach was demonstrated in the 20s when his philosophy was momentarily popular. Coueism, in essence, was the belief that if you thought good thoughts, good things would happen. Quite a few people were thinking Coue-type thoughts when the stock market crashed.

The maturing of the juvenile's mind and personality will not be enhanced by isolation from the facts—pleasant and unpleasant—of the society in which he must live as an adult. The problem of juvenile delinquency will not be solved or even ameliorated by the removal of all crime and violence shows from tv.

## Lifting the Dam Ban

TUCKED AWAY on page 64 of the Oct. 4 B•T was a little news item of real significance. It went to the heart of the "freedom of access" problem at the local level. It told how the problem was licked by team-work.

The Army Engineers, which handles rivers and harbors projects, had banned broadcast coverage of hearings on a dam project to be held at the State House in Des Moines. Rivers and harbors are big news locally.

Richard B. Hull, who runs the Iowa State College stations at Ames, protested to Maj. Gen. B. L. Robinson, who had ruled that the hearing was to gain information and not "to allow pressure groups to use the hearing as a sounding board."

Mr. Hull, who is a unique broadcaster because he runs a commercial tv station for the college (WOI-TV) along with its noncommercial am and fm outlets, fired back at the General:

"The microphone is neither a prosecutor nor defender. It is merely a verbatim reporter which makes the audible record . . . available to many instead of a few."

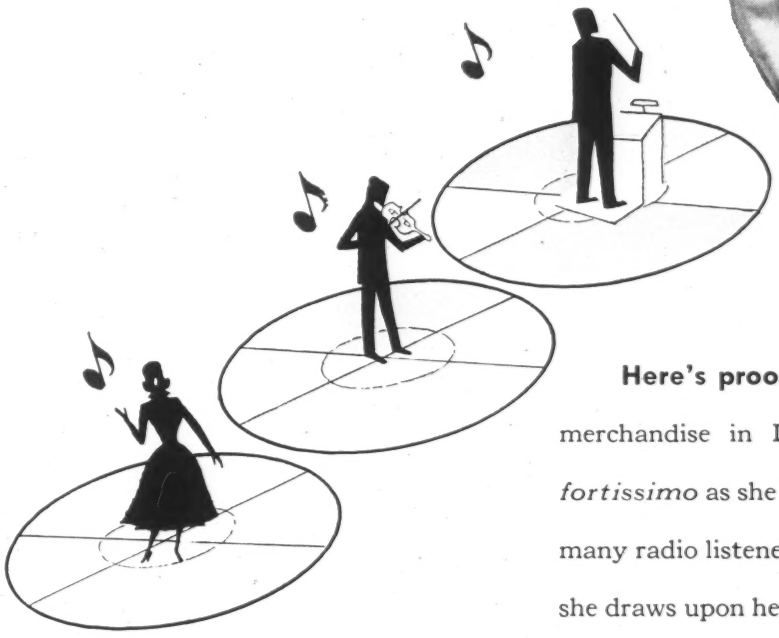
Protests also came from Dick Cheverton of WMT-TV Cedar Rapids, president of the Iowa Radio-Tv News Assn., and from Charles Roeder, WCBM Baltimore, chairman of the Freedom of Information Committee of the Radio-Tv News Directors Assn.

Gen. Robinson reversed his decision, convinced that the broadcast media were right.

If news discrimination can be lifted at the local level, it can be achieved at all levels. But it entails constant effort and vigilance.

# HIGH NOTE

## at noon...



**Here's proof** that better music can move merchandise in Detroit. Faye Elizabeth sells *fortissimo* as she presents the recorded melodies many radio listeners prefer but seldom hear. And she draws upon her own rich stage and theatrical background to add just the right harmony of apt comment.

**The applause is terrific.** Ratings show that Faye Elizabeth is consistently tops in the town's noonday musical line-up.

**Strengthen your Detroit impact** with this high note at noon, Monday through Friday.

**WWJ AM FM**

*Associate Television Station WWJ-TV*

*Basic NBC Affiliate*

AM—950 KILOCYCLES—5000 WATTS

FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION

*Owned and Operated by* THE DETROIT NEWS

*National Representatives: The GEORGE P. HOLLINGBERY CO.*

## IN INLAND CALIFORNIA (AND WESTERN NEVADA)

# THE Beeline

## DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this independent inland market — separated from the coast by mountains — the Beeline taps a net effective buying income of nearly 5 billion dollars. *(Sales Management's 1954 Copyrighted Survey)*

**McCLATCHY BROADCASTING COMPANY**

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative